

**ST.
ELSEWHERE**

**SPUDS
MACKENZIE**

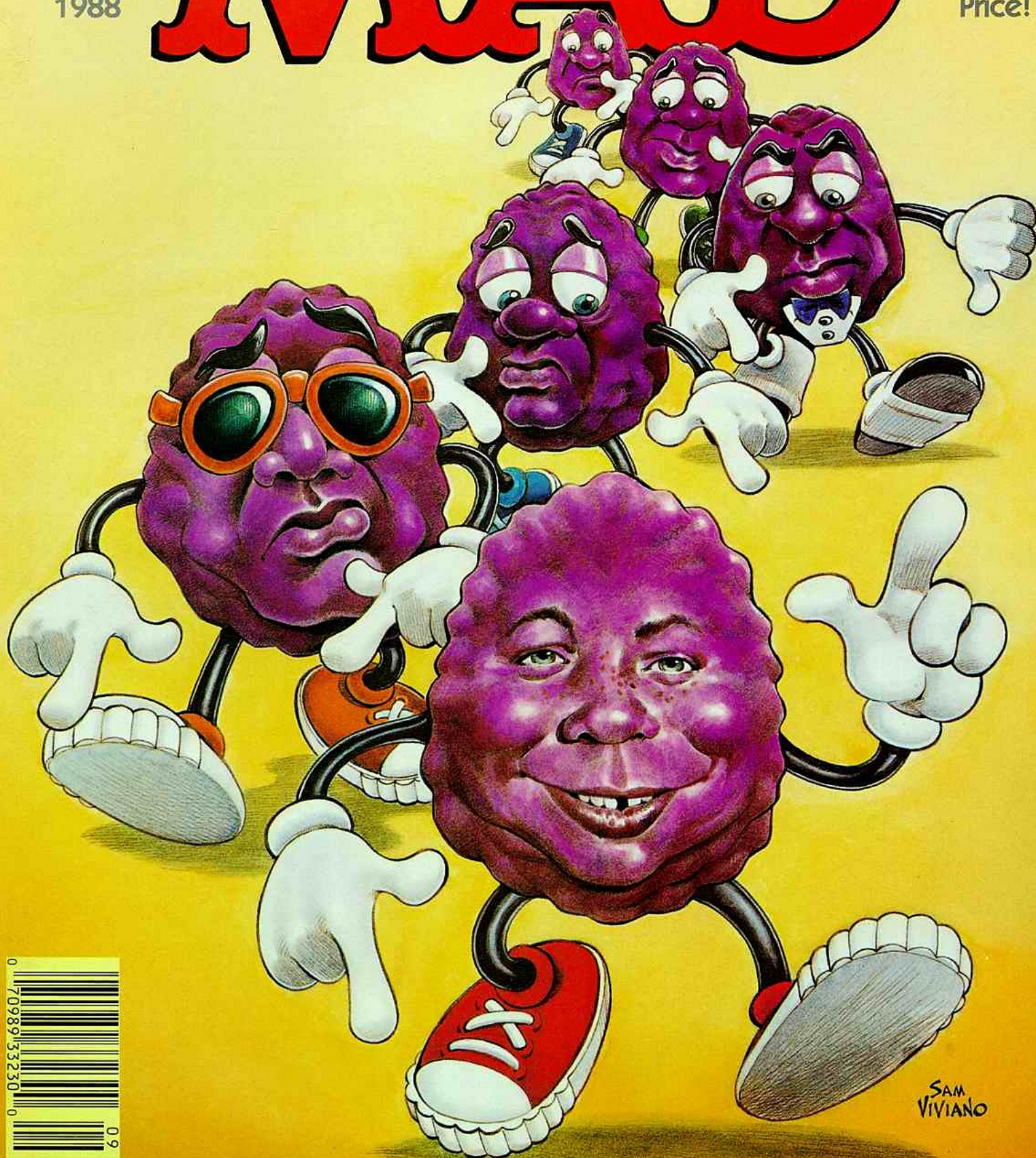
**ROCK & ROLL
HALL OF FAME**

**A DIFFERENT
WORLD**

No.
281
September
1988

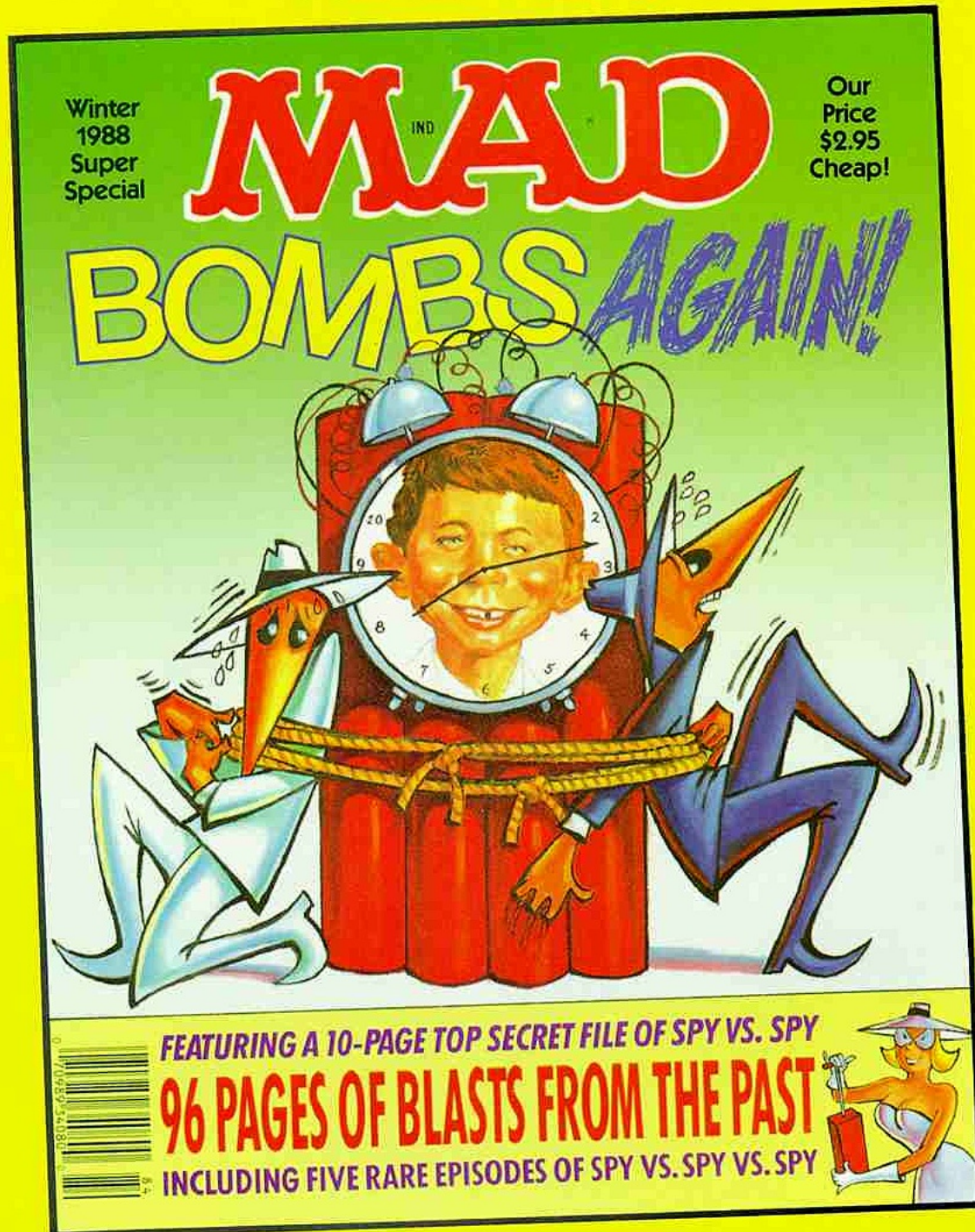
MAD[®]

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SAM
VIVIANO

DYNAMITE SCHTICK....
FROM THE DUDS AT MAD



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MAD

"There was a time when a preacher's Little Black Book was the Bible!"
— Alfred E. Neuman

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LEONARD BRENNER *art director* TOM NOZKOWSKI *production*

CHARLIE KADAU, JOE RAIOLA, SARA FOWLER *associate editors*

DICK DE BARTOLO *creative consultant*

JACK ALBERT *lawsuits* ANNE GAINES *logistics*

GLORIA ORLANDO, LILLIAN ALFONSO, M.C. GAINES *subscriptions*

CONTRIBUTING ARTISTS AND WRITERS *the usual gang of idiots*

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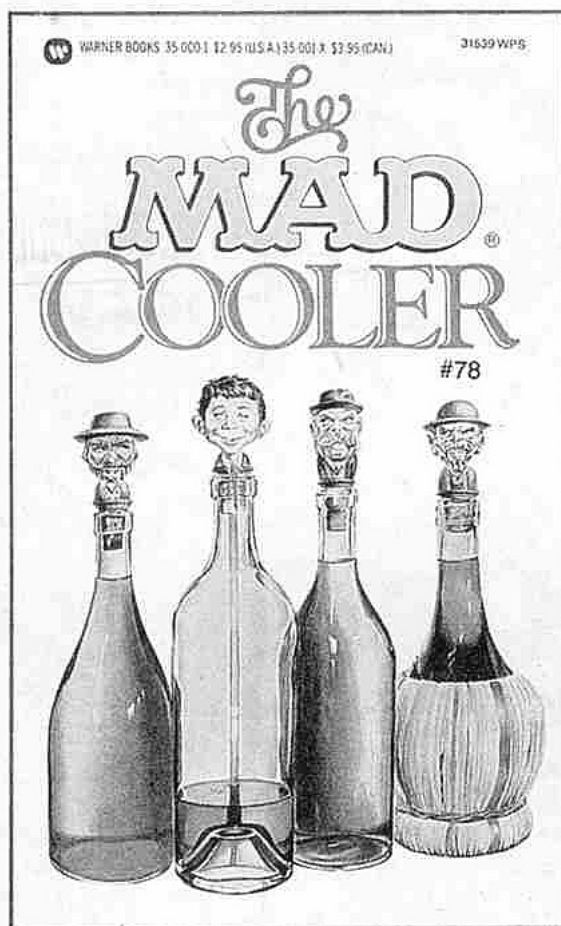


TALES
FROM THE
DUCK
SIDE
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THIRSTY FOR SOME DRY HUMOR???

Then dip into your
liquid assets and sip...



Just uncorked! A hearty
and robust sampler from
MAD's vintage years!

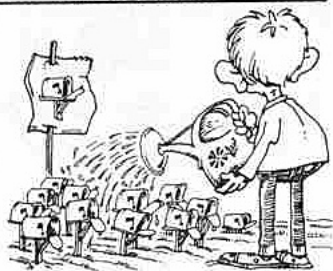
ON SALE NOW!

(Wherever you can vine it.)

And we thank you for your support.



LETTERS AND TOMATOES DEPT.



SCRATCH 'N' SNIFF NON-SCENTS

Your lemon "scratch-n-sniff" cover (MAD #279) was quite a surprise. You guys are happy with yourselves, orange you? You think it was real peachy, don't you? Well, you're bananas if you think you can fool us here in the Big Apple. Any attempts at enhancing your magazine by scenting it will be fruitless!

Richard Panchyk
Elmhurst, NY

Your letter sounds like sour grapes to us! — Ed.

Instead of scratching and sniffing the lemon, I accidentally scratched and sniffed the "Bulgin' Belly Burner" ad on the back cover. Ugh! Whew! What a stench!

Brian Friedman
New York, NY

"VIDEO GAME INSTRUCTIONS KIT"

I have started reading the "All-Purpose Video Game Instructions Kit" (#279) with the intention of creating every possible combination of filling in the blanks. Using my \$20,000 desktop computer, I figure there are 8,916,100,448,256 different combinations (that's over 8 trillion). At the rate of one combination each half second, it will take me 141,267 years to read the entire article. Thanks, MAD, for providing me with garbage reading material for the rest of my life.

Dr. T.G. Rauscher
Fairport, NY

And a small life it is! — Ed.

ALFRED TAKES THE CAKE

Listen to this case of child abuse! For my eleventh birthday, my mother secretly planned a MAD party! There were pictures from the magazine all over, Alfred E. Neuman was on my cake and a subscription to MAD was one of my presents. Oh, the suffering!

Jamie Michurka
Saginaw, MI



Half-baked birthday idea?

THE CASE OF THE DIABOLICAL DUCK

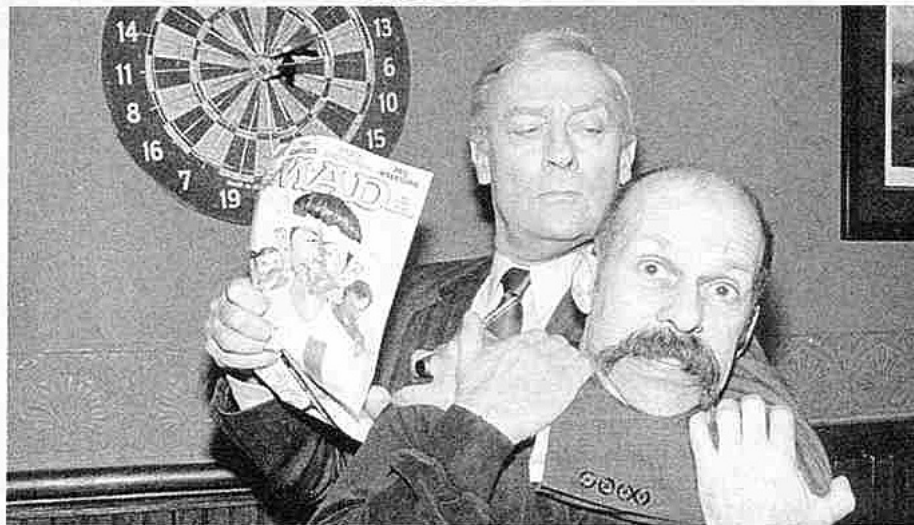
In MAD #277 you mentioned that Duck Edwing is a longtime contributor to your magazine. Being a MAD reader for seven years, I checked all my back issues and found not a single Duck Edwing cartoon. I did find a lot of Don Edwing cartoons, though, and they look exactly like Duck's. I also noticed you stopped running Don's at the same time you started Duck's. Using my keen detective skills, I came to the obvious conclusion — Duck is Don's evil twin brother and has Don locked in a basement!

Brandon Brown
Kent, WA

Clever, Brandon, but not clever enough! The real solution to the mystery is that Don changed his name to Duck right after that messy tax evasion charge back in '86!

P.S.: Shortly after April 15, 1989, look for our new MAD artist "Doc" Edwing! — Ed.

EQUALIZED!



It took some time to track down MAD writer Dick DeBartolo, but The Equalizer (Edward Woodward) finally got the chance to even up the score with Dick, author of our spoof "The Tranquilizer" in MAD #271.

A CLOTHES CALL FOR DAVE BERG

Why are the people in "The Lighter Side Of..." always wearing out-of-style clothes like bell bottoms and bad-looking tennis shoes?

Dan Anderson
Grand Rapids, MI

I've been wondering for some time how MAD can be such a great magazine and so up to date on everything from movies to the President, except for one thing: Dave Berg! It's like he doesn't get out much or something, the clothes he makes people wear! Does he do it on purpose, or are there really people that dress that bad in the 80's?

Donna Rose Maiorski
Whittier, CA

There are several theories to explain Dave's taste in clothing: Theory One: Dave lives on Antarius and is just now receiving Earth signals from 1968; Theory Two: Dave's property butts up against a Salvation Army Thrift Shop. (Go Figure!) Theory Three: Dave's fashions are up to date—obviously your newsstand is selling old issues!

Research into this is continuing. If you have a theory of your own, send it to us at: Explaining Dave Berg, c/o MAD.—Ed.



WATCH OUT!

We can understand it if you don't have the time to read MAD, but now there's no excuse for not having "MAD Time." Concepts Plus, Inc. has introduced "MAD Time," Alfred E. Neuman's line of watches and clocks. His gap-toothed grin decorates the face of the watch, and because his hands are tied up in a strait-jacket, his legs are the hour and minute hands (so maybe we should call them hour and minute feet!). To purchase it (and not grub it off us like the Usual Gang of Idiots did!), check your favorite watch and clock store. If they don't have it, picket them and demand they write to Concepts Plus, Inc.—350 5th Ave, Suite 621, New York, NY 10118, or call (212) 967-5700.

Rose A. Horty
Executive Vice President
Concepts Plus, Inc.



A face that could stop a clock.

Please Address All Correspondence To:
MAD, Dept. 281, 485 MADison Avenue
New York, New York 10022

MAD welcomes reader submissions. Manuscripts will not be returned or acknowledged, however, unless they are accompanied by a self-addressed stamped envelope!

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USE COUPON OR DUPLICATE

HIPPOCRATIC OAFS DEPT.

Here we go with MAD's version of the medical TV series about a fictional hospital where the doctors and nurses are more concerned with their own problems than those of their patients. Hmmm, that sounds just like a *real* hospital! It's a fictional hospital where the administrators are more interested in making a prof-

ST HEALTH

ARTIST: MORT DRUCKER

I'm Dr. Jaundice Globulin, top man here! I'm also head of Ecchumina, the giant conglomerate that now owns St. Healthcare! The other doctors distrust my corporate background! I guess I upset them when I described the death rate here as "high-yield" and our cancer treatment as having "tremendous growth potential!"

I'm Dr. Dunhill Ashdumper, and like this show, I'm dying a slow death! I've been given a year to live every year since 1983! With any luck, I can milk the self-pity for another five years!

I'm Dr. Strep Grippum! I'm hated by my fellow workers for being a self-centered, back-stabbing heel! This doesn't bother me! I simply ignore their petty remarks and take out my vengeance on my patients!

I'm Dr. Muck Dreg, a totally dedicated surgeon! Compared to me, all other doctors are bungling hacks! I'm so in awe of my medical talent that whenever I require surgery, I operate on myself!

I'm Dr. Elkrot Axlegrease! Being a congenital screw-up, I get the dull cases no one else wants, like earlobe rash and radical hangnail! Nonetheless, I have a positive effect on my patients! When they see the shape I'm in, their own ailments really seem trivial!

I'm underpaid orderly Lumbar Hokum and I'm the token on this show!

Wait a minute! I'm Dr. Pillfreak Canker, and I thought I was the token on this show!

You're both over-ruled! I'm Dr. Palate Grim—a woman and a Vietnamese—and I out-token both of you!

I'LL SETTLE FOR A BUNK BED IN THE WARD!

WHAT'S UP, DOC?

it than healing the sick. Hey, *that's* like a real hospital too! It's a fictional hospital where patients receive inferior treatment from a bunch of wise-cracking, unqualified medical trainees. Uh-oh, *that's* painfully real! Since this "fictional" TV show is so much like real life, you now know why we call it...

THIS CARE

WRITER: FRANK JACOBS

I'm Nurse Helium Nembutol, and I've been going through a mid-life crisis since I was 19! I've had four marriages, been ravaged by disease, and now I'm hooked on downers! Is it any wonder the younger nurses look up to me as a role model?

I'm Ailin' Dreg, Muck's unhappy wife! I left Muck because of his malpractice in bed! His idea of sexual bliss was fondling me with his stethoscope and talking dirty in Latin!

I'm Dr. Velcro Earwax, and for years I've taken Dr. Dreg's vicious abuse in the O.R.! I knew there was more to life than that, so I married Loopy! Now I get vicious abuse around the clock!

I'm Nurse Loopy Earwax! Sure, I take out all my resentment and anger on Velcro, but what's a marriage if you don't share?

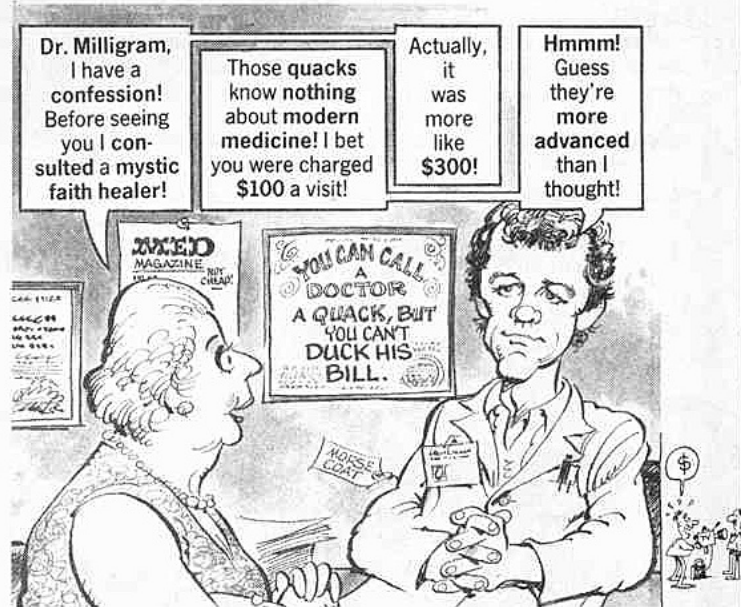
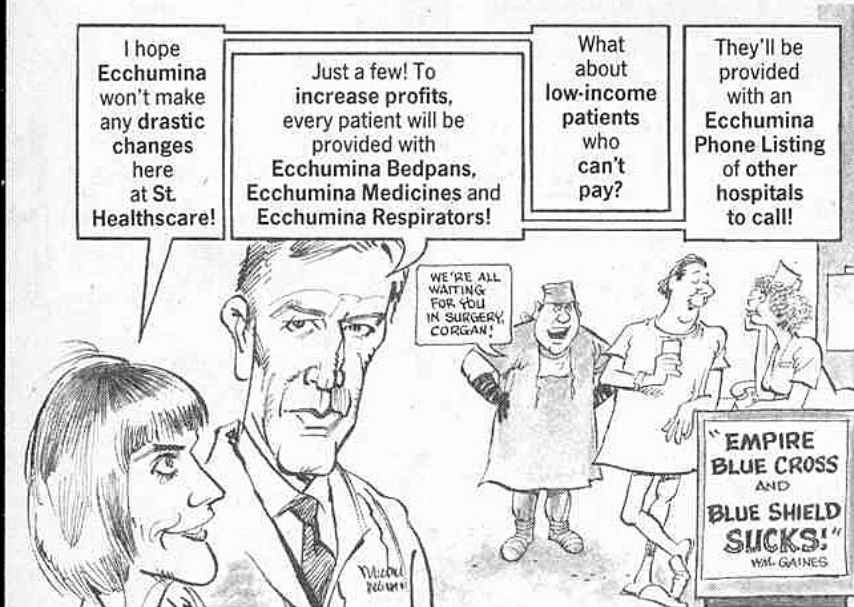
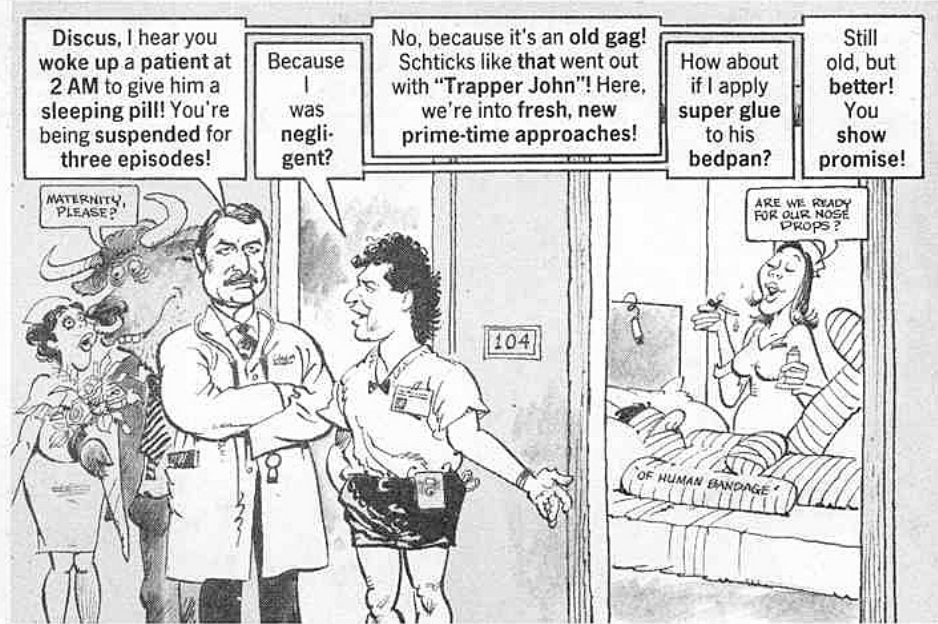
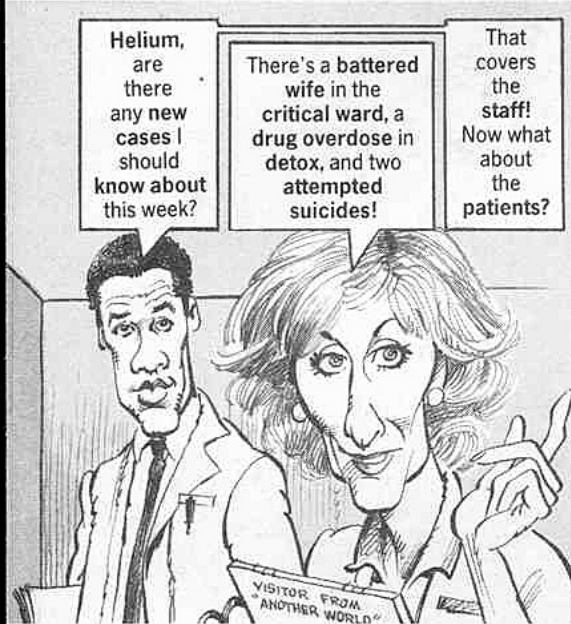
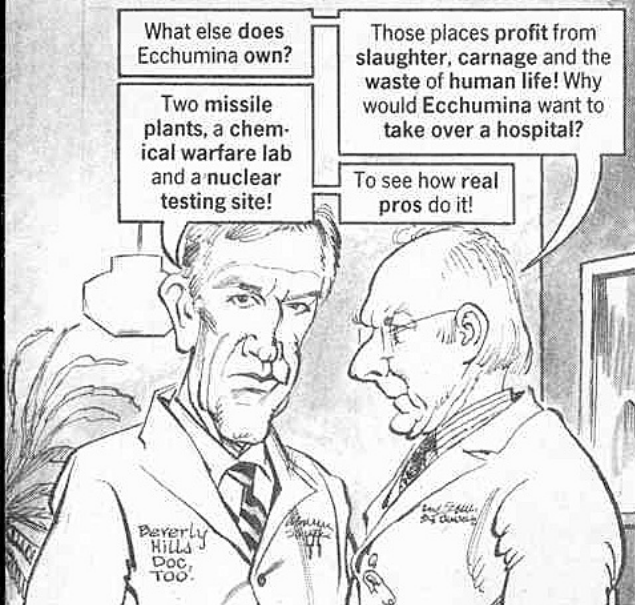
I'm Dr. Wham Discus, St. Healthscare's resident nonconformist! I do things like lacing blood samples with Dr. Pepper or hot-wiring EKG machines or filling the nurses' lounge with cadavers! Of course, I have my lighter moments as well!

I'm Dr. Jerkie Weed, a sexually-confused divorcee! I just love it here, especially when I help Dr. Dreg cut open a patient! You just never know what cute little diseased things you'll find inside!

I'm Dr. Junk Milligram! Gee, after my wife was horribly killed and I was raped by a convict, I thought I'd never get my act together! Then I saw the light and became a Born-Again Masochist! Now I just can't wait for the next humiliating outrage!

I'm Dr. Gargle Novena! I'm a clean-minded, pure girl leading a clean, pure life! I've got no personal problems and I perform my duties professionally! Which is why I'm asking: WHAT AM I DOING HERE?







What happened to my regular nurse?

She was fired because she had an attitude problem!

But she was sympathetic, caring, and came immediately when I called for her!

Like I said, she had an attitude problem! We don't need that junk polluting the medical profession!

Ailin', ever since you asked me for a divorce, I've wondered where our marriage went wrong!

It started at our wedding when you promised to love, honor and dissect! Then, on our honeymoon you insisted on wearing a surgical mask while making love! Then you remembered our Fifth Anniversary by giving me a Designer Enema Bag!

So, I'm a hopeless romantic...! Kill me!

Muck, I'm told you intend to replace a patient's heart with that of an orangutan! Is the operation really necessary?

For the patient — no! For a juicy, against-all-odds dramatic sequence and my quest for a third Emmy — Yes!

Get in there and cut!

ETHER OR

NO STIFFS GLANDS OR BUTTS

Jaundice, before we started our affair, I had this fear that all men were unromantic workaholics like Muck! What makes you so different?

Perhaps it's because I see us as two associated entities sharing a mutual data base and combining our resources to effect a major corporate merger!

I had to be a schmuck and ask!

THEY MAKE A PERFECT COUPLE. HE'S A PILL AND SHE'S A HEADACHE.

BIG BONE SPECIAL

I enjoy eavesdropping when Dr. Dreg and Dr. Earwax are in the O.R.!

Yes, they take such pride in their work!

Why are you removing this patient's small intestine?

Just call it gut instinct!

Did you ever treat a midget who had hemorrhoids?

Yes, but I found I was getting a little behind in my work!

What do you call a transplant patient?

Someone who has a change of heart!

Why is an acute vomiting case so medically challenging?

You never know what's going to come up!

CHICKEN SOUP

Crisis in the lab, Dr. Ashdumper! All the rats are dying! It's like they've lost their will to live! Isn't there something we can do?

Yes! Stop feeding them hospital food!

Velcro, I hear you sewed up a scalpel inside a patient's stomach in the O.R.! What are you doing about it?

I'm adding the cost of the scalpel to his bill!

I knew I shouldn't have worried!

101

HOOF AND MOUTH DISEASE

Are you certain my Blue Cross policy will pay for this operation?

Yes! You're covered for surgery, x-rays, biopsy, CAT scan and blood analysis! That covers just about everything...

Then why must I bite down on this bullet?

...except anesthetics!

Mr. Smith's wife just died in Emergency! How do I break the news to him?

Just be natural and straight-forward, Elkrot!

Did my wife pull through?

Let me put it this way, Mr. Smith! You're just gonna love the singles scene!

Nice, Elkrot! Real nice!

Where are Dr. Dreg and Dr. Earwax? Why aren't they in the O.R.?

They couldn't hack it any more, so we've replaced them with a pair who can!

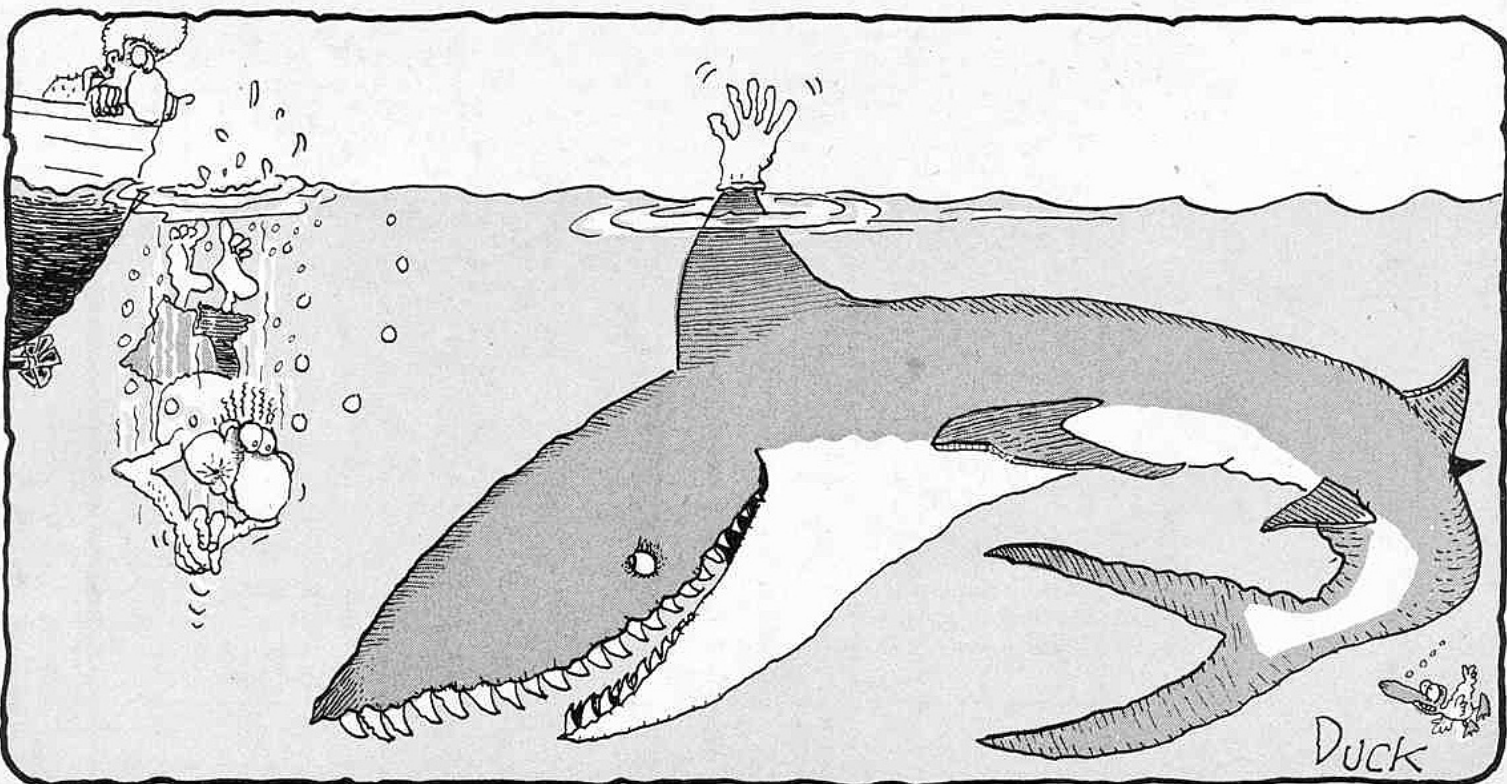
Staff, say hello to our new surgical team!

Considering St. Healthscare's success rate, I think they'll fit in just fine!

THE END.



THE PERILOUS PACIFIC PICKLE



You've seen his TV commercials! His Posters! His T-shirts! His stuffed toys! But what about

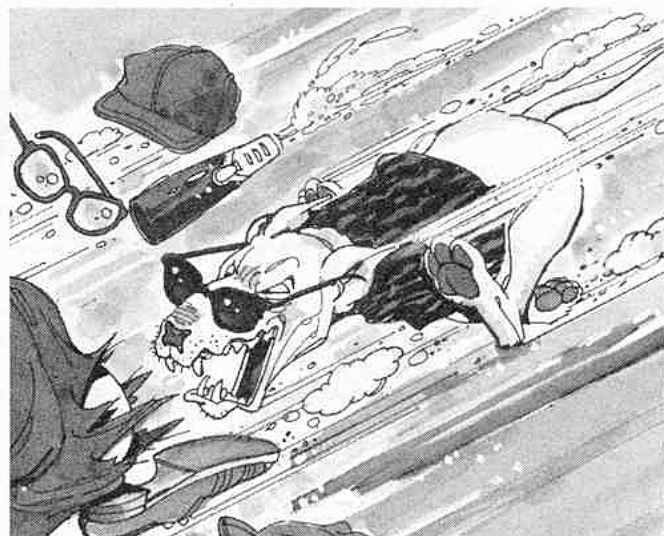
SPUDS MACKENZIE



ARTIST: BOB JONES



This is my very first picture. As you can see, even as a puppy my tastes were different from the other dogs!



Here I am chasing those two hayseeds who live next door. I think their names are Bartles and Jaymes or something. Everytime I bite them all they can do is say "Thank-you for your support." What geeks!



Ouch! When this snapshot was taken, I was trying to make my way home from a meeting of my local chapter of the ASPCA (the Association for Stupid Pooches Craving Alcohol)!



Can you spot me? I'm the one with the big cigar, surrounded by some of my hundreds of merchandising spin-offs. Like my idol P.T. Barkum said, "There's a litter of suckers bred every minute!"

the animal *behind* the ultimate party animal??? Here are some very candid snapshots from...

E'S PHOTO ALBUM

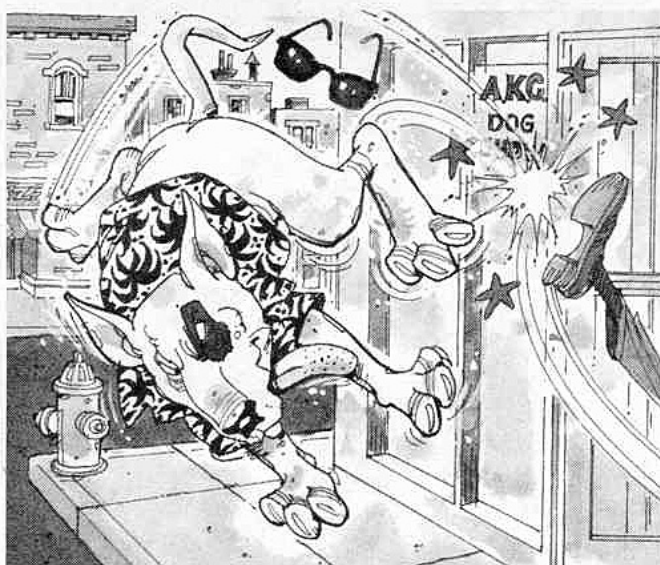
WRITER: CHARLIE KADAU



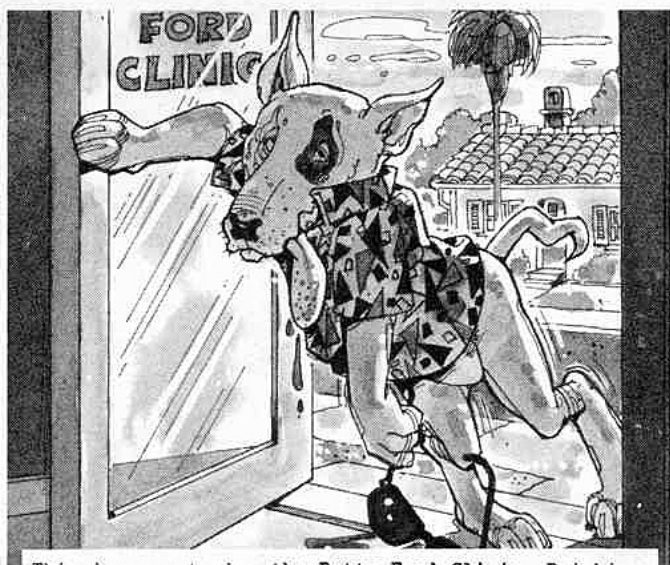
This was one night I wasn't the hit of the party!



This happens whenever I enjoy a frosty brew. I get some foam on my mouth and everyone starts running away shouting "Mad dog! Mad dog!" Well sure, my drinking is impairing my vision and brain functions, but I'm not rabid!



Some dog show! They kicked me out just because I didn't have my Kennel Club papers, and I was a shoo-in to win "Best Hawaiian Shirt in show."



This is me entering the Betty Ford Clinic. Drinking was making my liver as big as a can of Alpo! It's boring here, but it was great seeing my good friends Liza and Chevy again!

IF...

(Revised for the '88



If you can call yourself a friend of labor,
When corporations pay for your campaign;
If you can preach that man should love his neighbor,
While letting civil rights go down the drain;

If you can swear the deficit you'll handle,
While knowing that your plan will prove a bust
If you can pledge there'll be no White House scandal,
When sev'ral of your cronies you don't trust;



If you can say you'll cut the farmers' losses,
Then turn your back each time they lose their land;
If you can blast big-city party bosses,
While all the time you're working hand-in-hand;



Campaign)

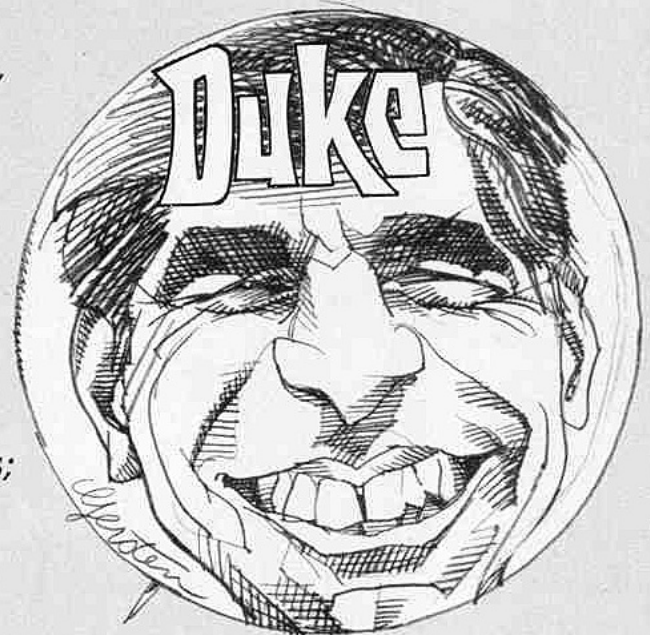


If you can stand behind the Constitution,
Then twist its meaning till it serves your ends;
If you can lead the fight against pollution,
Then make a few exceptions for your friends;

If you can pledge an end to reckless spending,
Then chalk your failure up to poor advice;
If you can shout our nation needs defending,
While selling out for peace at any price;

If you can deal with runaway inflation,
Explaining you inherited the mess;
If you can make a low-down accusation,
Then claim you were misquoted in the press;

If you can follow through as we've directed,
And use these clever tactics in the crunch,
Then, fella, you're a cinch to get elected,
Unless your rival beats you to the punch.



COMMUNICATION



BERG'S-EYE VIEW DEPT.

THE LIGHTE

IMAGES



CHARGE ACCOUNTS



R SIDE OF...

ARTIST & WRITER:
DAVE BERG

TRAVEL

Honey, you better hurry up your bath! The tour guide just called and said the luggage van is waiting for our bags! I've called for a bellhop and I'm packing all our clothes!

Yes, sir?

We're with the tour! Please get these bags to the luggage van that's going to the airport!

Okay, hon, I'm almost ready! Just hand me my blue dress!



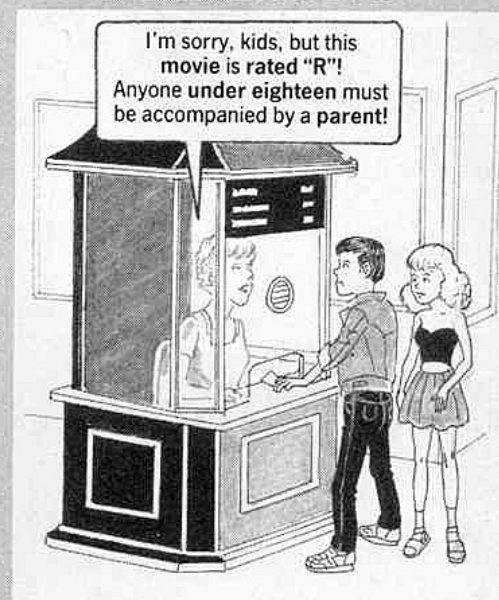
PERFORMANCE



DIVORCE



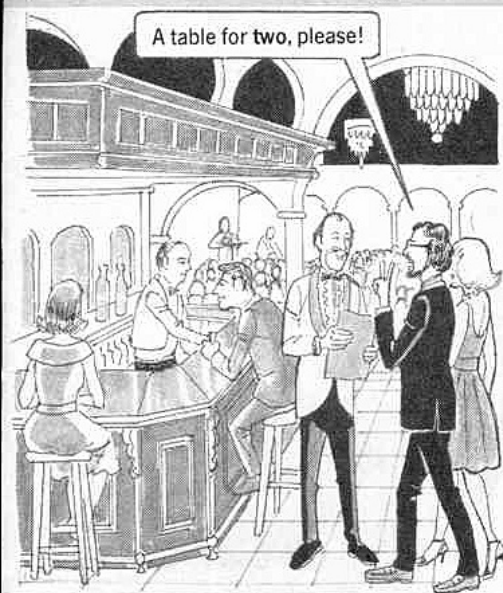
REGULATIONS



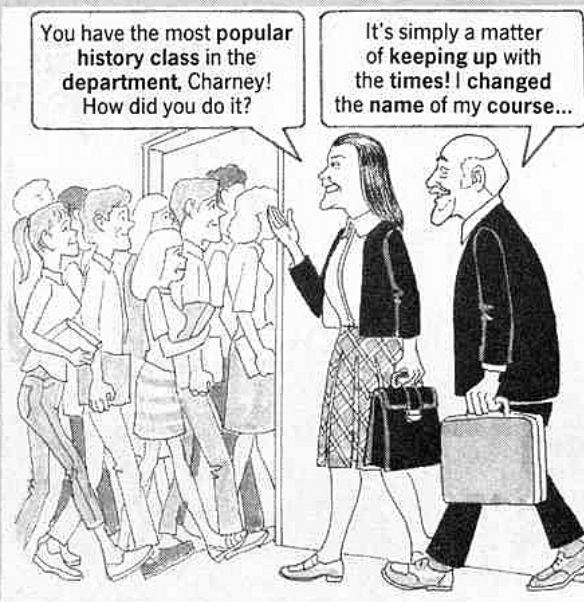
TASTE



DINING OUT



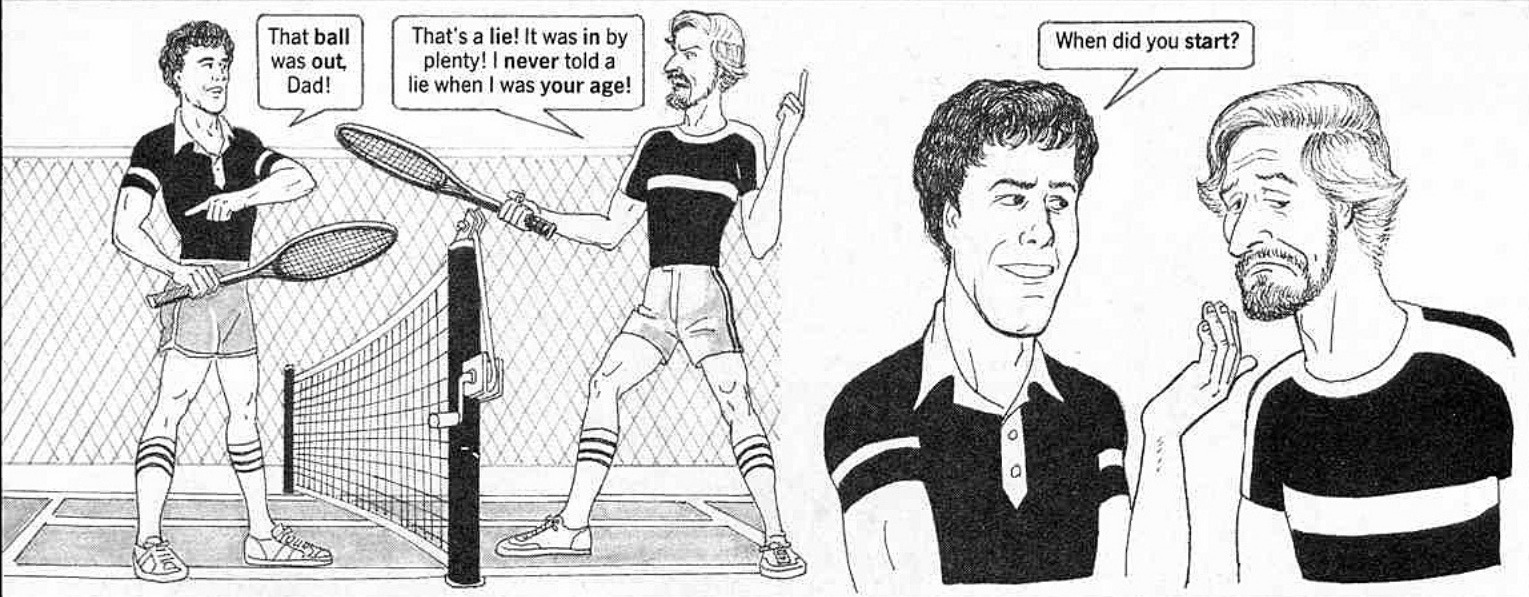
MODERN EDUCATION



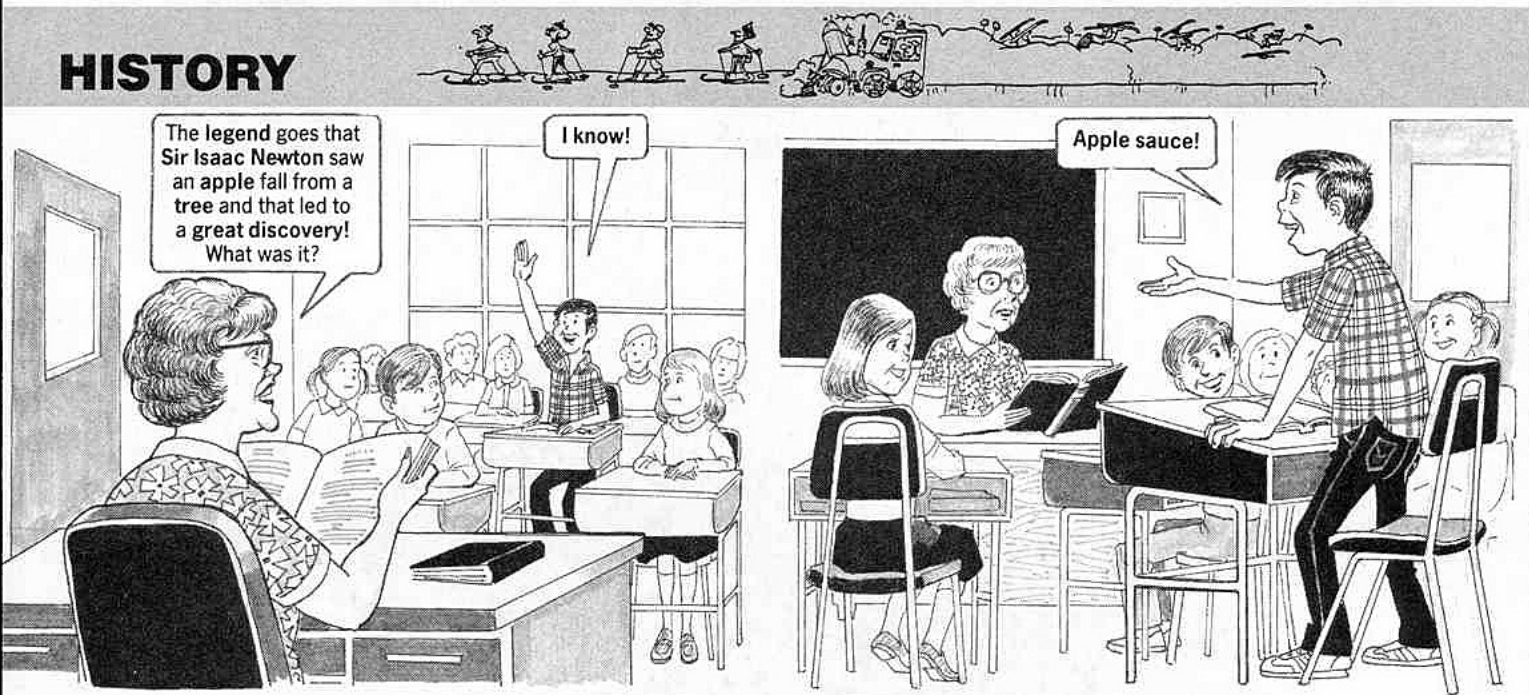
ABILITY



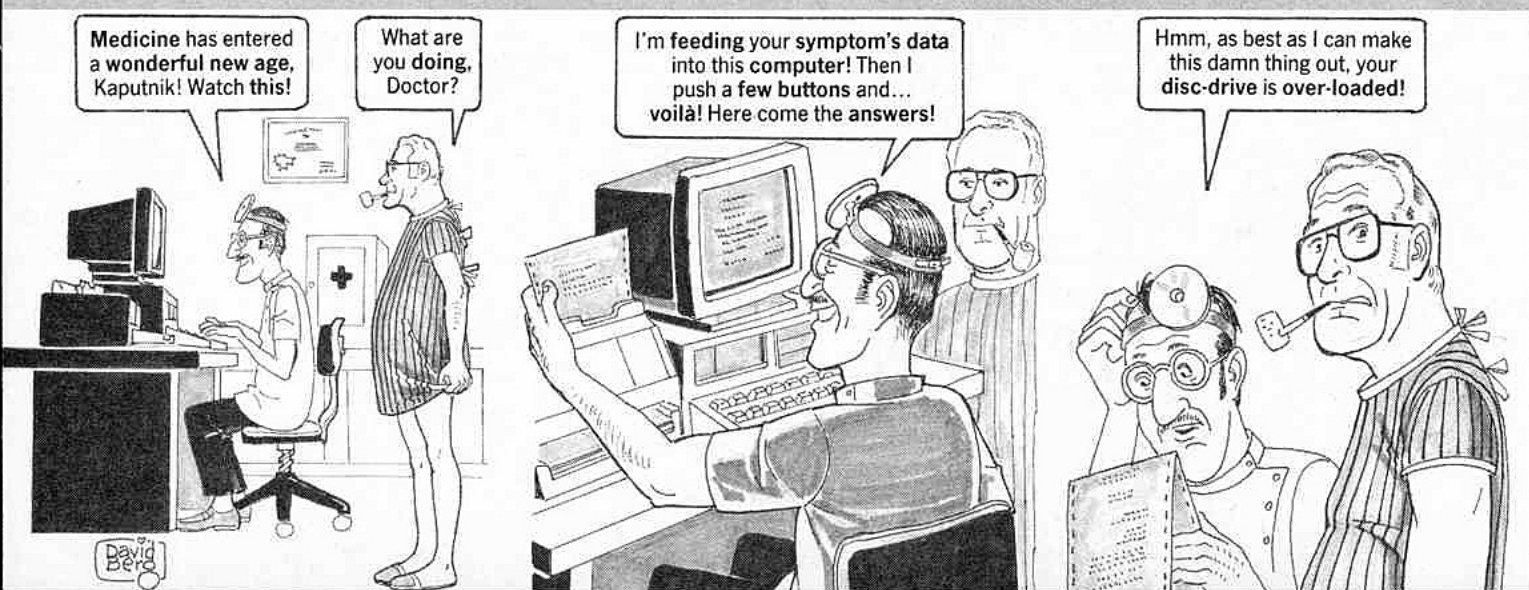
HONESTY



HISTORY



DOCTORS



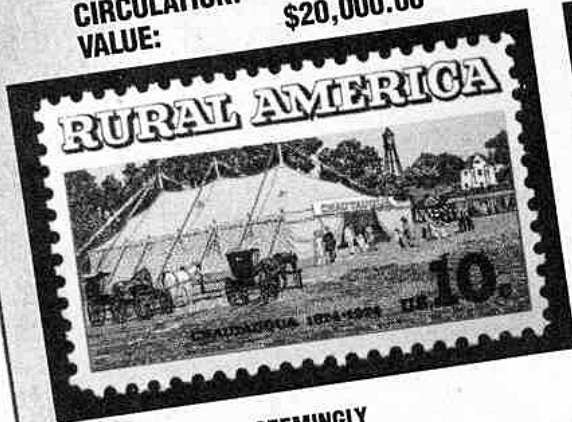
For years, artists who design U.S. postage stamps have been hiding small details in their work—details so minute they can only be seen under high magnification. When the government learned of this, it immediately withdrew the stamps and reissued them with the unauthorized details removed. But some of the original stamps are still circulating and worth thousands! Perhaps you have one in your desk drawer! That's why MAD presents...

ARTIST AND WRITER: AL JAFFEE

A COLLECTOR'S GUIDE TO STAMPS SNEAKILY DESIGNED FOR FUN AND PROFIT

HOW
THIS
CATALOG
WORKS

U.S. STAMP NO.: 1505
NO. STILL IN
CIRCULATION: 3
VALUE: \$20,000.00



SEEMINGLY
NORMAL
STAMP



PORTION OF SAME
STAMP UNDER HIGH
MAGNIFICATION
(DETAIL REVEALED)

Yes!
STAMP OF
APPROVAL

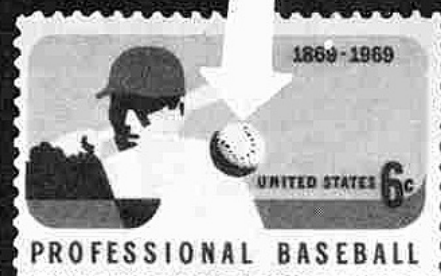
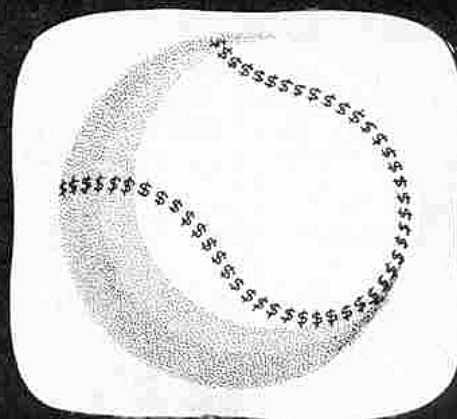
STAMPEDE

STAMPING
GROUND

STAMPING
OUT CRIME

RUBBER
STAMP

U.S. STAMP NO.: 2219e
NO. STILL IN
CIRCULATION: 1
VALUE: \$100,000.00



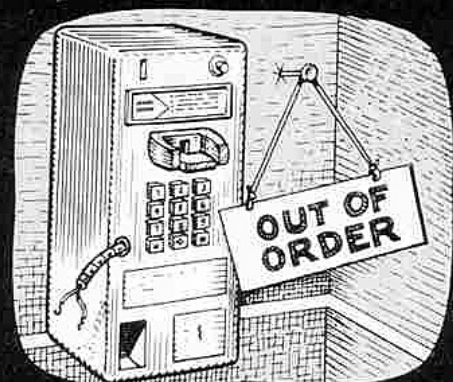
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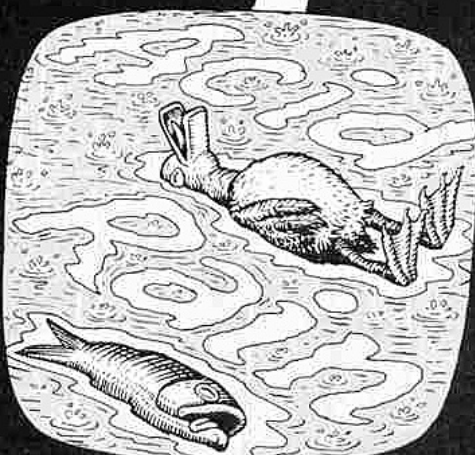
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CIRCULATION: 21
VALUE: \$4,250.00



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VALUE: \$2,150.00



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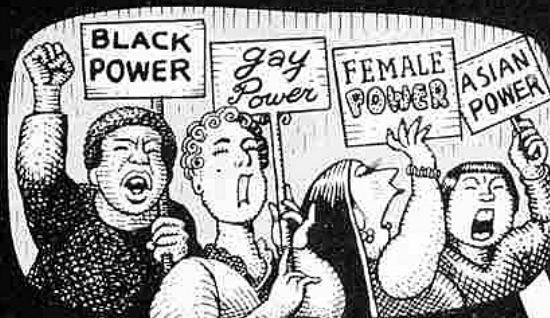


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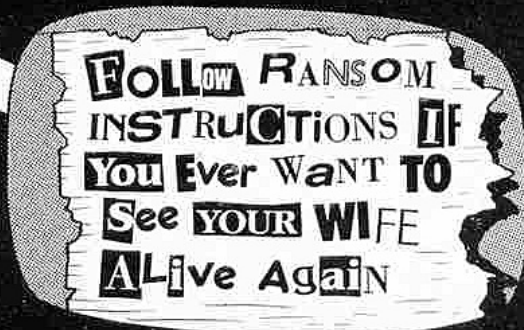
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VALUE: \$10,050.00



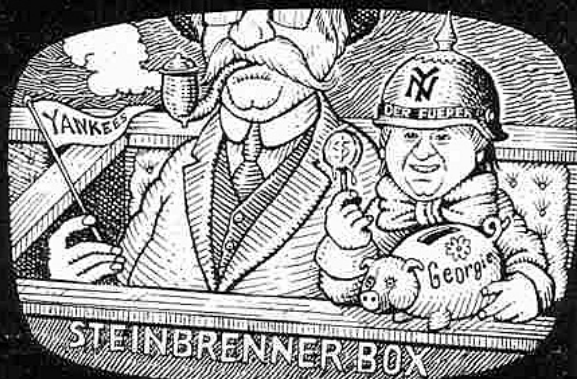
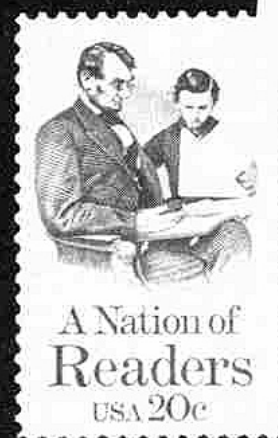
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CIRCULATION: 16
VALUE: \$6,000.00



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NO. STILL IN
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VALUE: \$17,650.00



U.S. STAMP NO.: 2046
NO. STILL IN
CIRCULATION: 60
VALUE: \$3,350.00



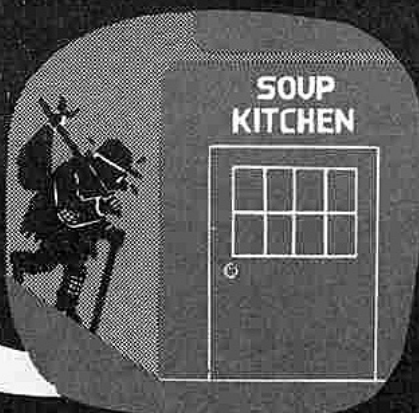
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VALUE: \$10,500.00



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VALUE: \$5,750.00

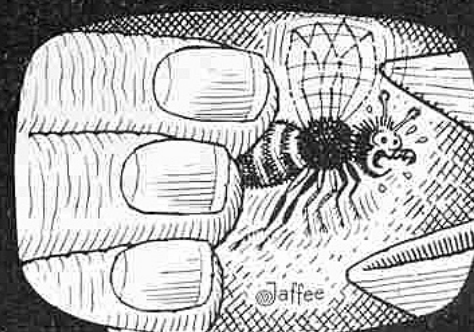


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NO. STILL IN
CIRCULATION: 81
VALUE: \$2,050.00



U.S. STAMP NO.: 1453
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VALUE: \$850.00

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VALUE: \$9,850.00

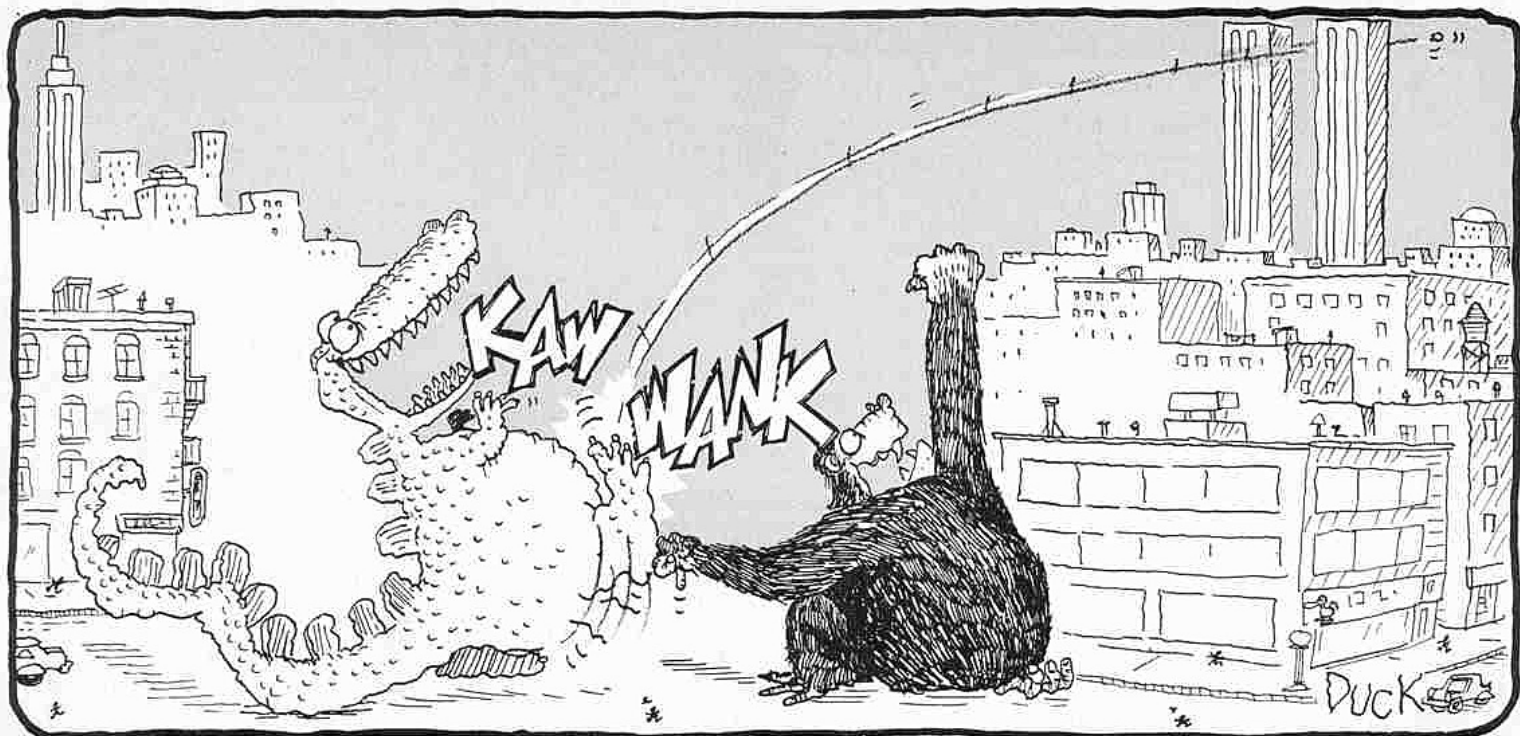


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CIRCULATION: 35
VALUE: \$2,450.00



U.S. STAMP NO.: 2023
NO. STILL IN
CIRCULATION: 48
VALUE: \$3,150.00

THE MANHATTAN MONSTER MONKEYSHINE



ARTIST AND WRITER: DUCK EDWING

Mentally embellishing "chance encounter" with Dan Rather in the men's room into something **sure** to impress the guys at work.

Early drop-out candidate; still unable to wipe "campaign smile" off his face.

Finishing off a "joint" found on arena floor from Mötley Crüe concert a week earlier.

Wondering how one of those giant foam "#1" hands would look over the fireplace in the den.

Sole member of the Pro-Nuke/Anti-Medicare/"Let's Get Out of UNESCO" Caucus.

Ready to **pounce** on the first guy who says "chairman" instead of "chairperson."

Sure the folks back home are going to blame him **personally** for the pre-emption of "Hollywood Squares."

Just sobered up enough to realize that he's at the **wrong party's** convention.

The People V Guide To Conv

Mad Watcher's A Political Convention

Just set a new world's record for "Longest sentence in a speech with no content whatsoever."

Sneaking a quick nose-pick while he's sure all 4 networks' cameras are pointed elsewhere.

Considering a vote switch on the next ballot to improve his chances with that hot babe from the Ohio delegation.

Knows the front-runner's cousin's chiropractor personally: hoping for a Cabinet appointment after the election.

First-term city councilman "laying groundwork" for possible run for the Presidency in the year 2016.

Veteran of nine party conventions; has pointless and boring stories to prove it!

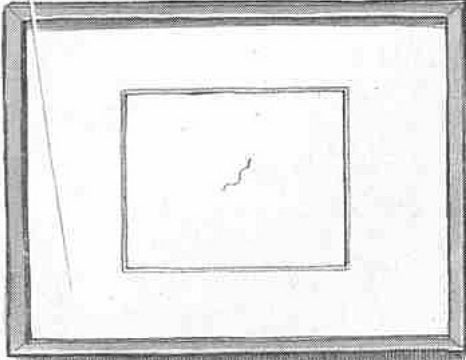
Wishes the chairman would hurry up and adjourn; has sink full of water balloons waiting back at his hotel.

AND THE BEAT GOES ON...DISPLAY DEPT.

Since the Pro Football Hall of Fame is located in Canton, Ohio, and the Pro Bowler's Hall of Fame is located in Akron, Ohio, it didn't surprise us when the exciting (yawn!) city of Cleveland, Ohio was chosen as the site of the Rock & Roll Hall of Fame! We realize, however, .


A LOOK AT MAD'S ROCK

ARTIST: SAM VIVIANO



Ticket stub from a Run-D.M.C. concert that did not end in vandalism and violence.

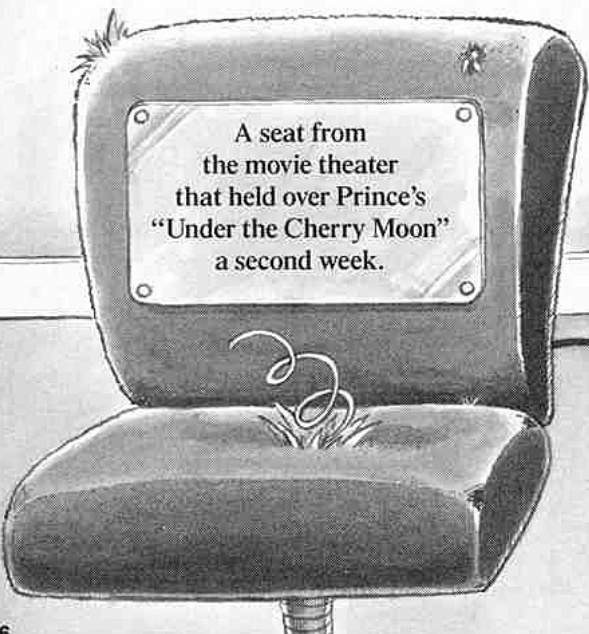
The first Menudo Chest Hair.



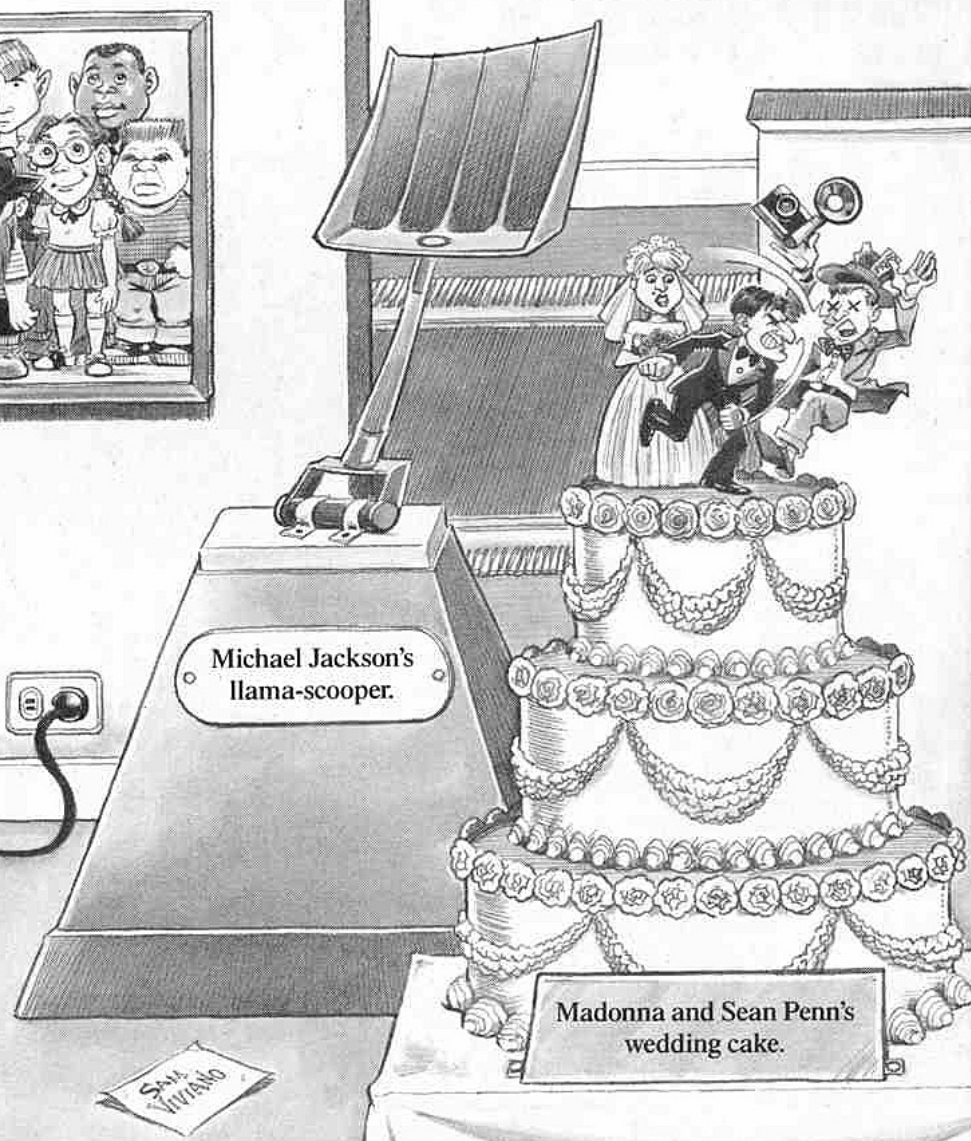
The sheet music to the one song on earth that neither Michael Jackson nor Paul McCartney own the rights to.



A rare photograph of ZZ Top in first grade.



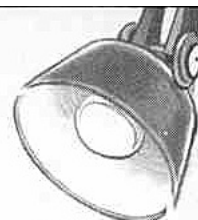
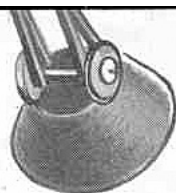
A seat from the movie theater that held over Prince's "Under the Cherry Moon" a second week.



Michael Jackson's llama-scooper.

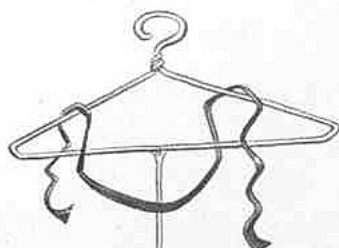
Madonna and Sean Penn's wedding cake.

that since most MAD readers vacation in such boring and uninteresting locations as Disneyworld or Hawaii, they won't have the time to visit this new landmark. For their benefit, we've put together some rock exhibits of our own and now offer (at no additional charge)...



& ROLL HALL OF FAME

WRITER: DESMOND DEVLIN

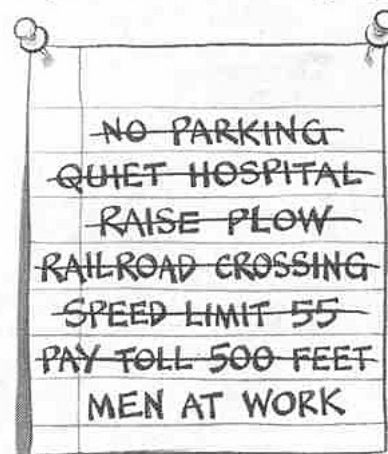


Cher's costume
from her
latest tour.



Unused combs, brushes,
shampoo and mousse
(Donated by Phil Collins).

Original list compiled by "Men At Work"
of possible names for their group.



~~NO PARKING~~
~~QUIET HOSPITAL~~
~~RAISE PLOW~~
~~RAILROAD CROSSING~~
~~SPEED LIMIT 55~~
~~PAY TOLL 500 FEET~~
MEN AT WORK

THE HALL OF AMAZING ROCK FANS



The only person
who pronounced
"Sade" right
on the first try.



Admitted to his
friends that he
"kind of liked"
Barry Manilow.



The last
person to
remember
the Knack.



Didn't buy
U2's "The
Joshua
Tree."



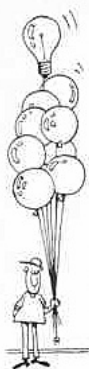
Would have sex
with Mick Jagger,
even if he *wasn't*
famous.



Didn't know about
drugs or sex before
he heard about them
in a rock song.

Want lots of birthday presents? Cash gifts? Want to be remembered in their wills? Then use these...

FOOLPROOF WAYS SUCK-UP TO GRAN



Accept their pet names and
wet kisses graciously...



Imitate Grandad's wardrobe...



Rave over Grandma's cooking...



Engage them in their favorite sports...



TO DPARENTS



Let Grandpa win at arm wrestling...



Ask Grandpa how it was in the real Army...



Take grandma to the junior prom...



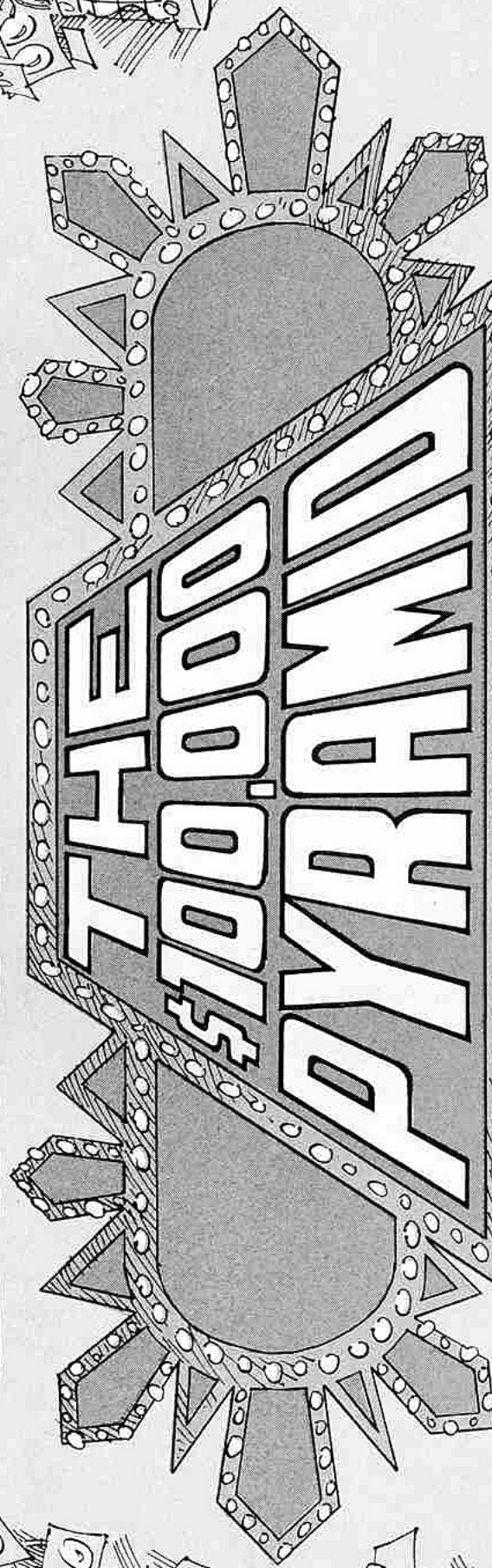
Toast them with a prune juice and warm milk cocktail...



ASK BACKWARDS DEPT.

"The \$25,000 Pyramid" ain't just another game for brain-dead couch potatoes! No! It's worse! Why? Because it's BORING! Because almost every player walks off with big cash! In fact, this show makes us just about SICK of big cash! We don't object to money, but it shouldn't be so easy to win. Let's have some suspense! MAD wants those contestants sweating bullets, writhing in their chairs, twisting their guts into pretzels! Yeah! Mr. and Mrs. E-Z Dough will wipe the dollar signs out of their eyes when they face these...

REALLY TOUGH CATEGORIES FOR



ARTIST: PAUL COKER

WRITER: MIKE SNIDER

GEORGE BUSH'S
ACCOMPLISHMENTS
AS VICE PRESIDENT

SATANIC
COUNTRY &
WESTERN
GROUPS

DIFFERENCES
BETWEEN
RAMBO I,
II AND III

UNINDICTED
REAGAN
AIDES

BALTIMORE
SPORTS TEAMS
WITH WINNING
RECORDS

IRANIAN
MODERATES

REPUBLICAN-
SPONSORED
SOCIAL
PROGRAMS

IMPRESSIONISTS
WHO DON'T DO
ROBIN LEACH

"GET RICH"
SCHEMES BETTER
THAN TV
EVANGELISM

WHITE
HEAVYWEIGHT
BOXING
CONTENTERS

ACHIEVEMENTS
LISTED ON DONNA
RICE'S RÉSUMÉ

HEAVY METAL
CHRISTMAS
SONGS

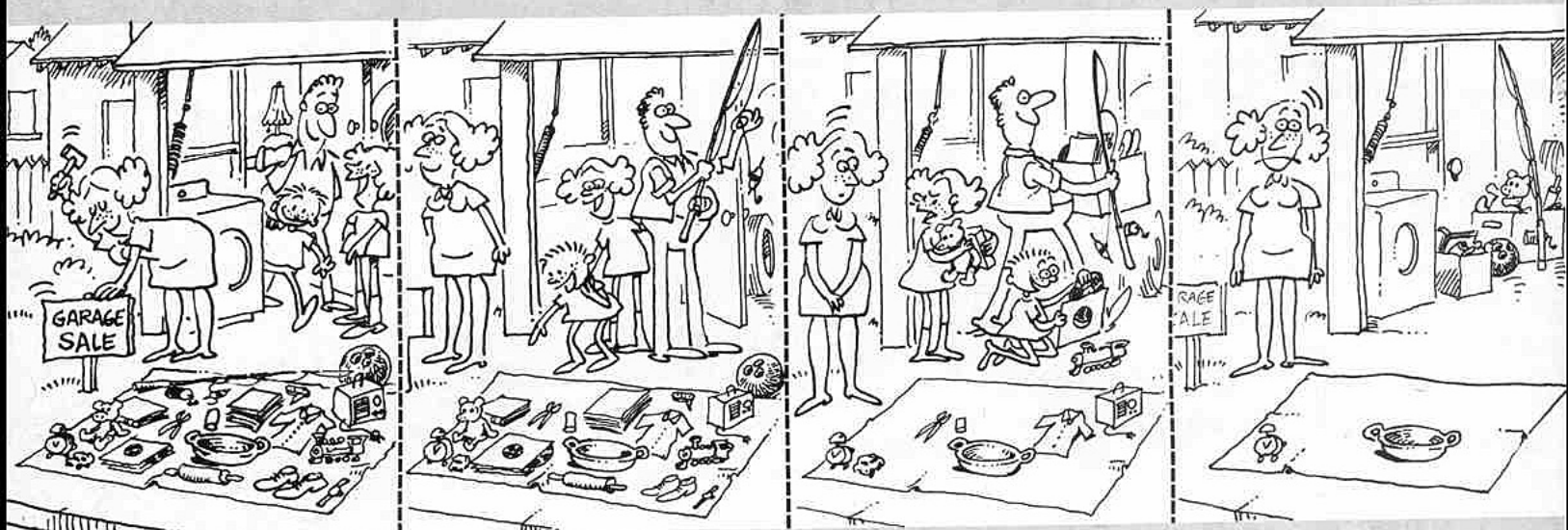
BRUCE BABBITT
DELEGATES AT THE
DEMOCRATIC
CONVENTION

THINGS
GERALDO
RIVERA
HAS FOUND

OSCAR-
WINNING
"SLASHER"
MOVIES



A MAD LOOK AT GARA



GE \$ALES





REBEL WITHOUT A COS DEPT.

Well, well, well, little Denice Hexable has left home and run off to college. She expected to find plenty of new friends, new adventures and most of all, some loyal viewers she could call her very own. But alas, all she found was ...

I'm Denice Hexable. I got into Swillman College on my own! I run my own life and I don't depend on my family for anything! Except my tuition, my allowance and the fifty-million viewer lead-in audience to this deadly spin-off!

I'm Yolessa Winsome, one of Denice's roommates. I'm sort of bouncy, offbeat, strange, unpredictable—you know, all the quirks they give a sitcom character, hoping that one of them catches on with the audience!

I'm Baggie, Denice's other roommate! I'm supposed to be naive about life, but it's only an act. I'm actually rooted in reality! And if you don't believe me, check my horoscope!

I'm Whitely, the perfect southern belle! Some of the other students think I'm snobbish. But what do their insignificant opinions mean?! I didn't want to be on this sitcom anyway! I wanted to be on *Designing Women*! After all, that's where I stole my character from!

I'm Pain Vane, God's gift to women! When women see me from a distance, they start to quiver. And when I get close to them, they really shake and get nauseous and barf! Hey, let's face it—when you've got it, you've got it!

I'm Anne Beates, ex-producer of this show. Liza Bonehead fired me over "artistic differences." She said she'd give me particulars as soon as she finds out what "artistic" means!



AN INDIFFERENT WORLD



ARTIST: ANGELO TORRES

WRITER: DICK DEBARTOLO



Baggie, may I, Pain Vane, the sex symbol of Swillman, buy you a soda before class?

No thanks, Pain! Last time you bought me a burger you felt that entitled you to spend the night in my room!

No, you're wrong! It wasn't because of the hamburger! It was the onion ring that I slipped on your finger!

Norman Leer shouldn't come here to talk! He should come here to write, produce, direct and save this miserable show!!!

Come on, I'll buy you both a soda and no commitments! Maybe you'll just bear one of my children!

That would be a lot easier than bearing your so-called wit!



What kind of soda do you want?

Be serious! There's only Coke, Coke, Coke!

Not true! There's Coke, Diet Coke, Classic Coke, and Caffeine-Free Coke!

I think I'll have a New Diet Caffeine-Free Cherry Coke Classic!

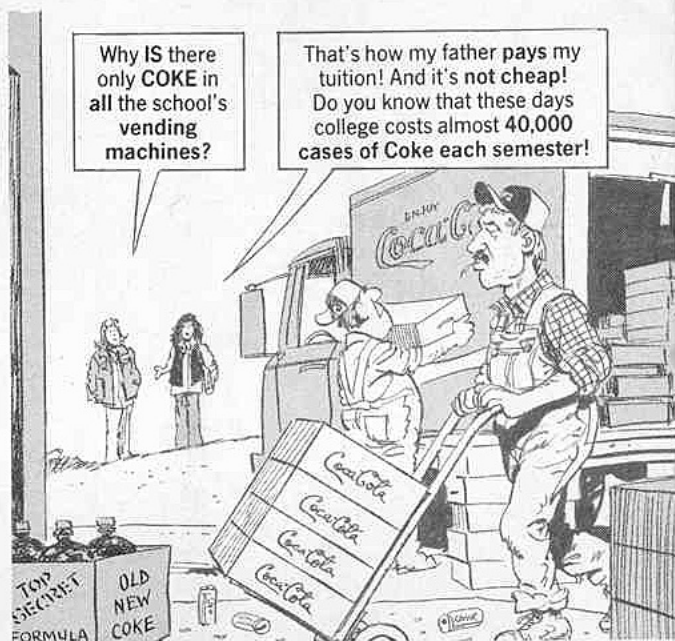
With or without Nutra-Sweet?

Oh... FORGET IT!!!



Why IS there only COKE in all the school's vending machines?

That's how my father pays my tuition! And it's not cheap! Do you know that these days college costs almost 40,000 cases of Coke each semester!



Class, today we're breaking new ground here at Swillman! We're doing something that actually approaches the learning process!

Oh wow... LEARNING!

I don't mind learning once in a while, but I hope this doesn't become a tradition!

I hope it has something to do with making out!

Gee, I hope I'm dressed right for this...



Our guest speaker is Norman Leer, a man who set the standard for TV sitcoms with such hits as *All in the Family* and *Maude*!

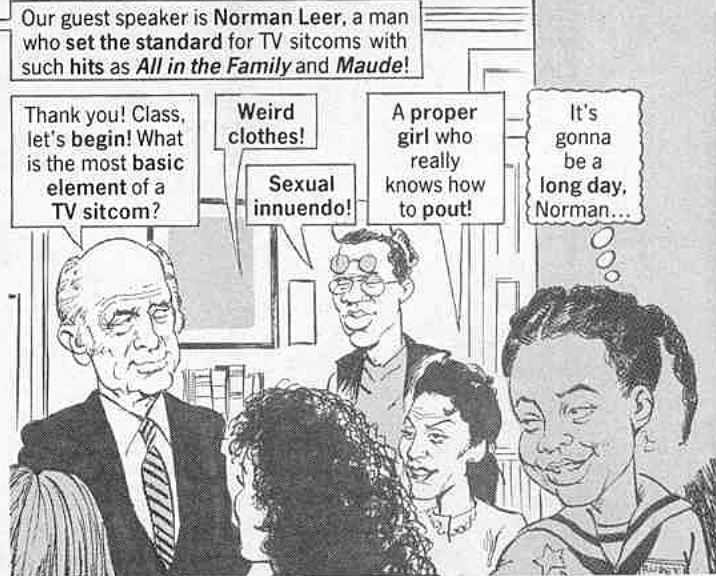
Thank you! Class, let's begin! What is the most basic element of a TV sitcom?

Weird clothes!

Sexual innuendo!

A proper girl who really knows how to pout!

It's gonna be a long day, Norman...



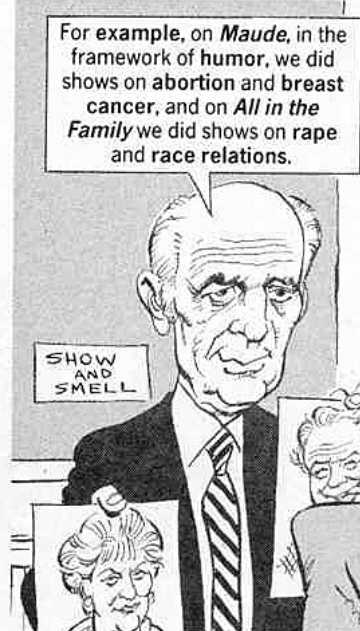


No, the most basic element of a sitcom is a plot!

A plot? What is that?

It's a storyline that sometimes provides conflict, sometimes provides insight, but at all times is interesting.

This might as well be a Latin class! I don't follow a word this clown is saying!



For example, on *Maude*, in the framework of humor, we did shows on abortion and breast cancer, and on *All in the Family* we did shows on rape and race relations.



Yeah, but did you ever do anything relevant?

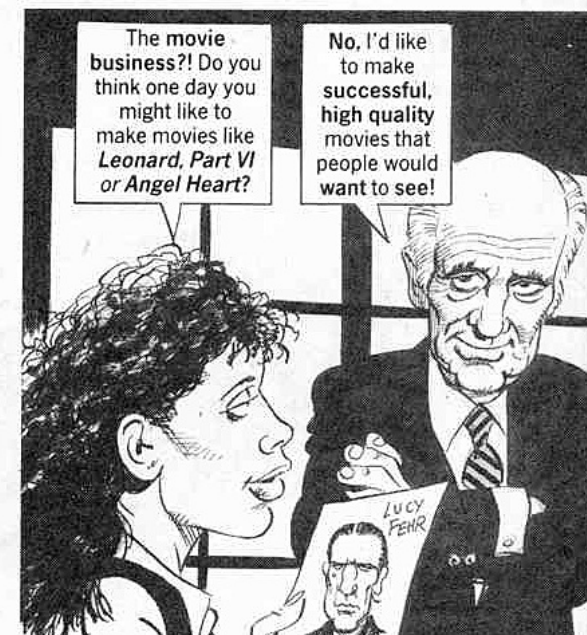


Here on *Indifferent World*, we did a humdinger of a show on littering and wearing pig noses!

And that really relevant show about staying up past curfew was something people didn't forget for minutes!

And wait until you see the important episode where I go out on a date and find my brand new dress is an inch too short!

Now I remember why I left television sitcoms to go into the movie business!



The movie business?! Do you think one day you might like to make movies like *Leonard, Part VI* or *Angel Heart*?

No, I'd like to make successful, high quality movies that people would want to see!



All right, back to TV sitcoms! Plot is important. Then you need characters people care about!

Hey, they care about me! They care about my mind and they care about my body, just not in that order!

Sitcom stars should be three-dimensional characters...

Make up your mind! Which is it—characters people care about, or 3-D people?!!



I hope you're all starting to get a hint of what makes a good sitcom!

I don't know... It seems to me you're passing over the real important sitcom stuff like residuals, fan clubs, spin-offs, and getting into the *Enquirer*!

Uh... I think it's time to take a lunch break!

My God, isn't it clear to Leer that this class is already out to lunch?!!

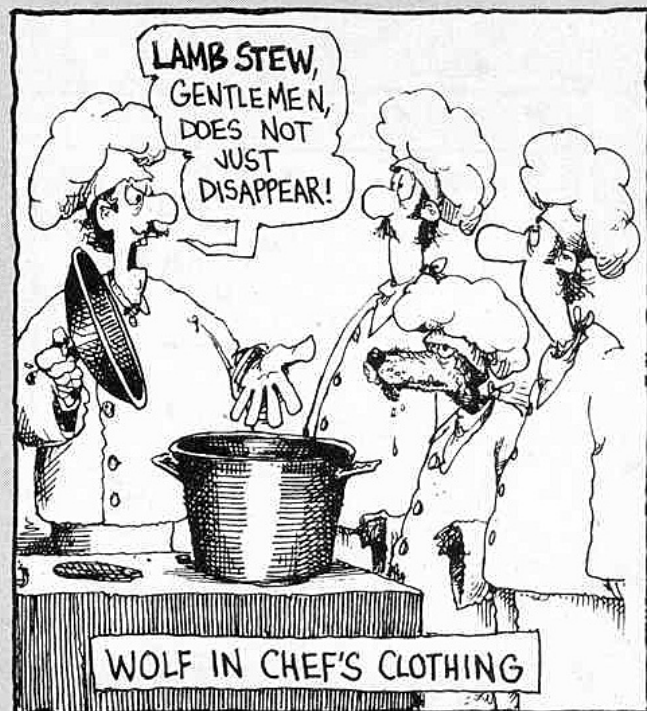
RUDEY- GO TO BED- DR. H.

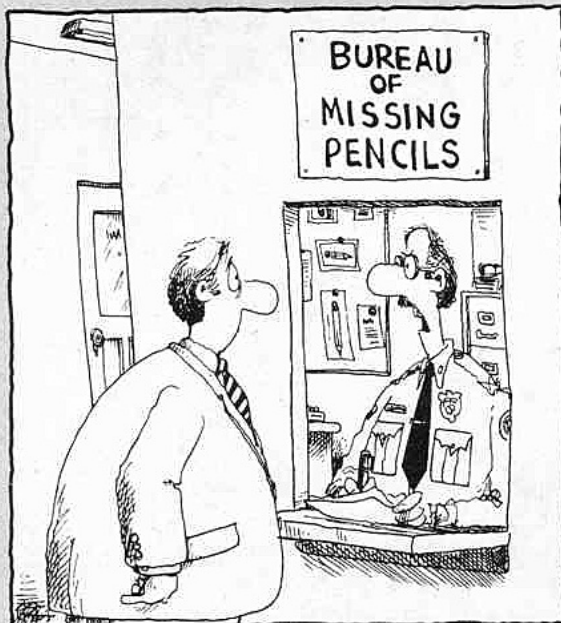
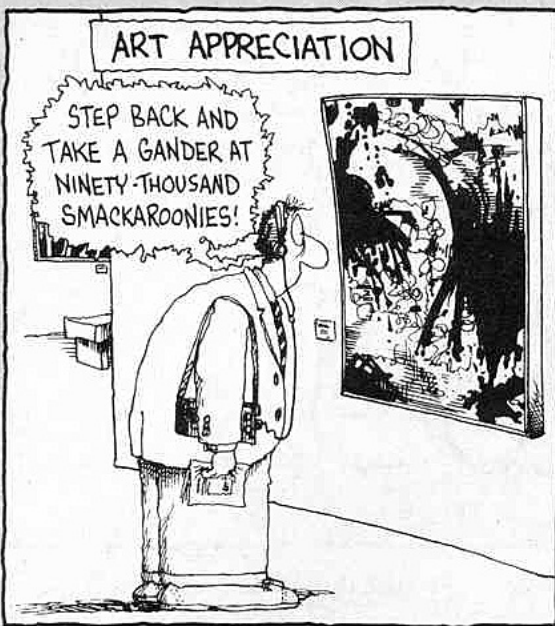
EXCERPTS MARK THE SPOT DEPT.

Long-time MAD Contributor John Caldwell is also the creator of a syndicated cartoon strip cleverly titled "Caldwell." It's seen in newspapers around the country. John describes his cartoons as "anthrobioclastic without being portofagious." He goes on to say that they are best enjoyed by the kind of person who "likes to make up words for no damn good reason." In any event, John has just published a collection of his strips, which we now excerpt for you here, basically for no damn good reason. By the way, John's book is cleverly titled...

CALDWELL

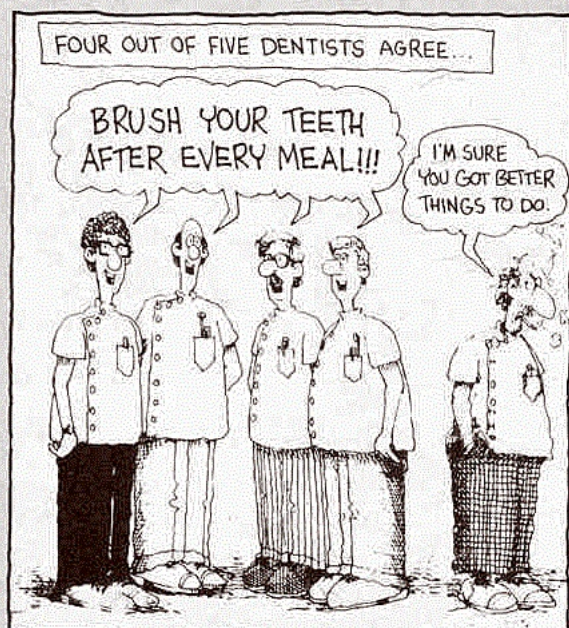
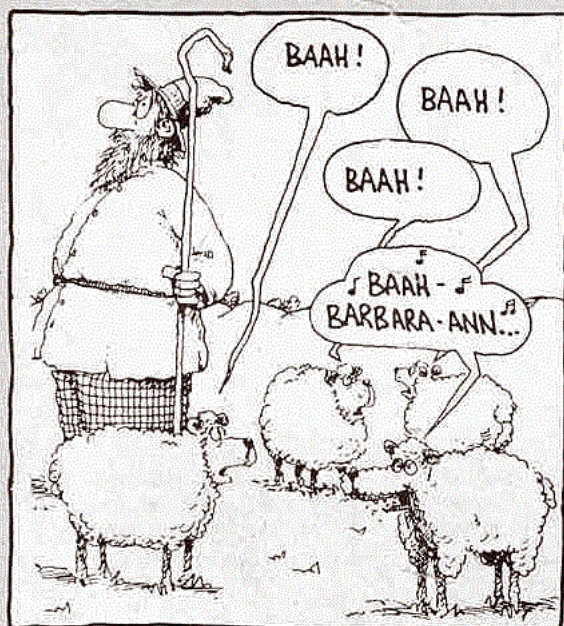
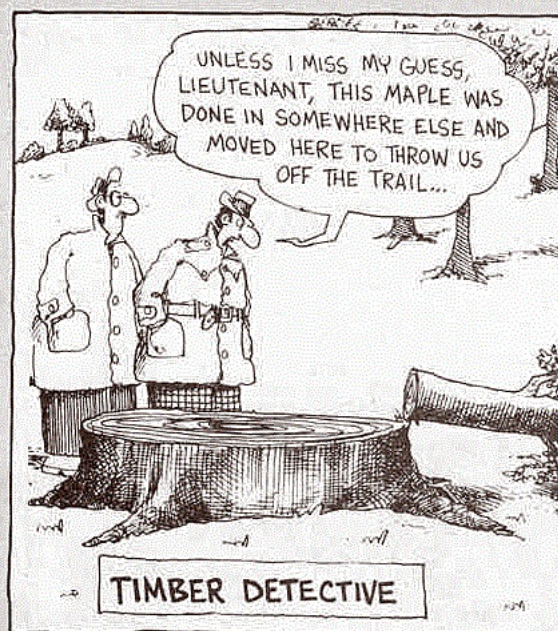
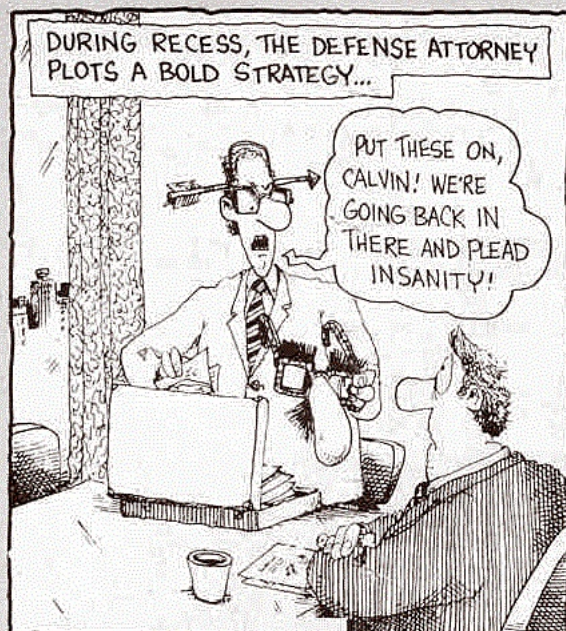
ARTIST AND WRITER: JOHN CALDWELL





"WHEN ARE YOU PEOPLE GONNA LEARN?? IF YOU DON'T CHEW ON YOUR PENCILS, HOW CAN WE MATCH 'EM TO YOUR DENTAL X-RAYS?!"





AN EMBARRASSMENT OF RICHARD'S DEPT.

A Mad Peek Behind RIPOFF MAIL

You wanted to advertise these foreign imported baby pajamas as fire-proof? They burn up in 30 seconds flat!

Okay, change the label to "fire resistant" and it's a go!

We're supposed to make up a flier advertising a bargain on these \$50 cameras. What's the new price?

It's still \$49.95. But we've changed the list price from \$74.99 to \$99.95, so they're a much bigger bargain!

Harry, I'm designing our next junk mailing. Do you think putting "It's a Matter of Life and Death!" on the envelope to get attention is too misleading?

Are you kidding? If people stopped ordering, this company would die! I call that "truth-in-advertising"!

Mr. Glitz, our ad says this is a 60-piece dish set, but there's only 50 pieces in each box!

Don't put any packing material around the dishes! By the time the post office is finished with them, there'll be a lot more than 60 pieces!

We just got a letter from the legal department of Max Factor! They said they'll sue us if we don't stop calling our perfume Max Fractor! What should we do?

Let's be fair and change our name to Elizabeth Ardone!

and The Scenes At A ORDER HOUSE

Boss, how can I write copy for these new earrings you got from Taiwan?! I wore them to a party last night and everyone said they looked like garbage!

So, use that! Say they're "guaranteed to draw attention wherever you go" and they're "an ideal conversation piece"!

This is the fifth one of those cheap imported hand-mixers I've tried and every one has given me an electric shock!

Hmmm, if we take the beaters out of the box and sell them as Fabulous Tingling Electric Vibrators, we'll make a bundle!

Here are the printed "Certificates of Authenticity" you ordered!

Good, we'll put one in every pearl necklace we ship!

But our pearl necklaces are all fake!

Of course, but all our certificates are authentic!

Gentlemen, because of all the pending legal action against us for the rip-off merchandise we've been selling through the mail, today we're closing our doors!

We're out of work?

Don't be silly! Today we're closing our doors as JKL Mail Order, Inc. Tomorrow we re-open with a brand new slate as MNO Mail Order, Inc.!

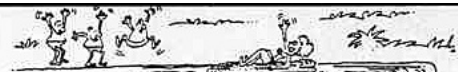
I'm new on this route. Where does mail marked "Refund Department" go?

Right in that barrel!

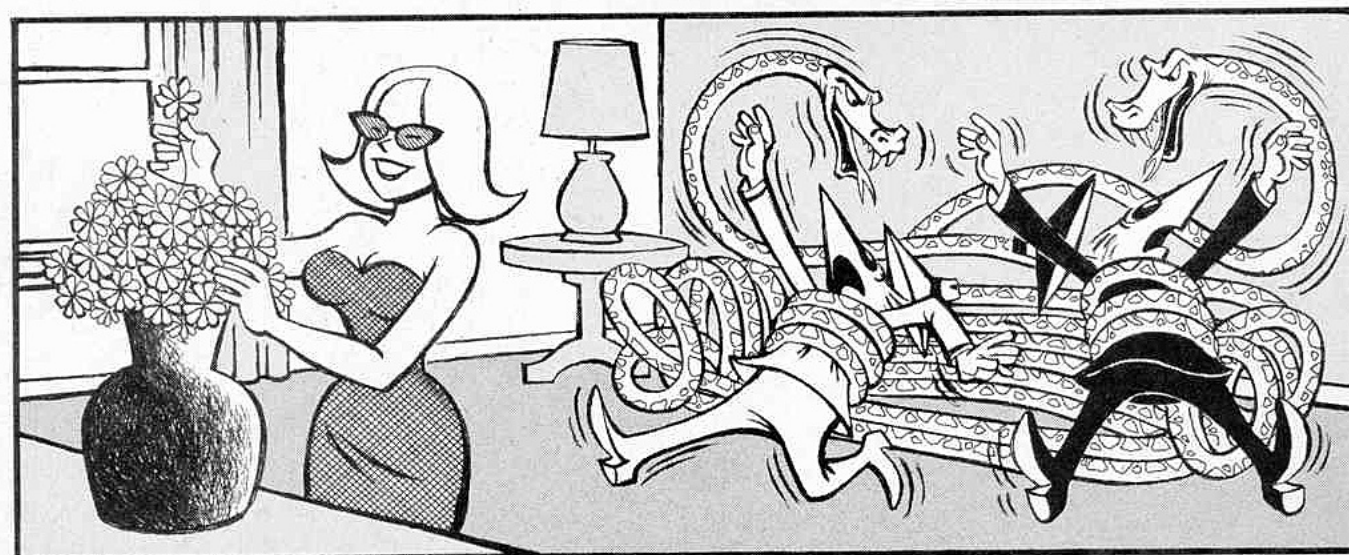
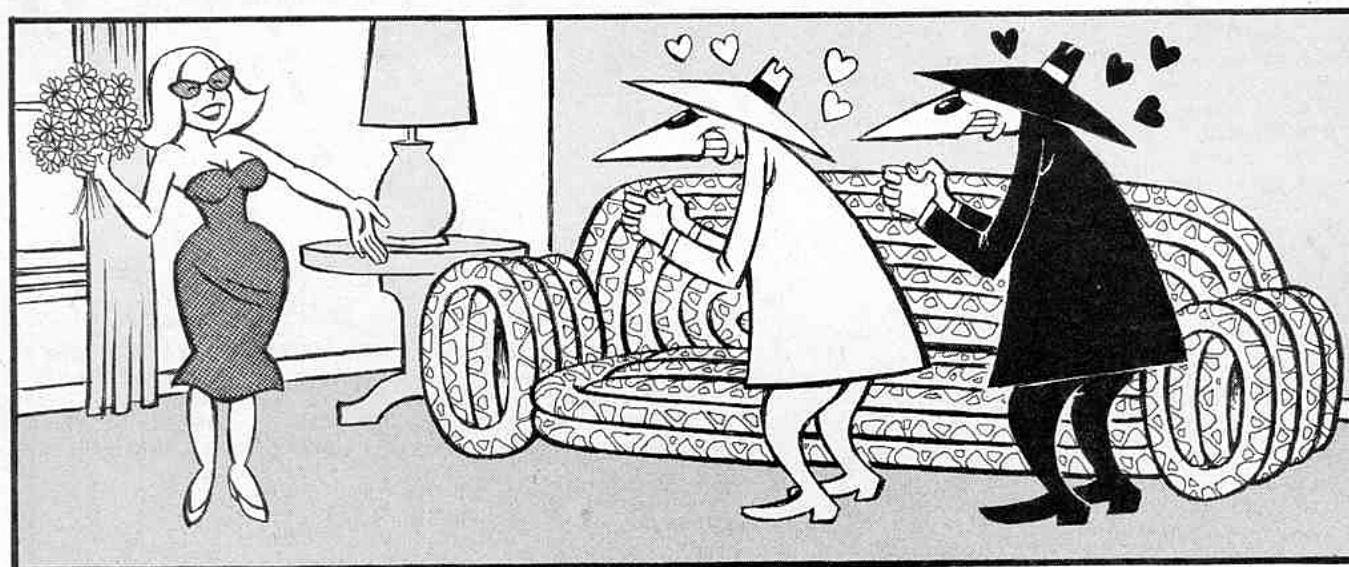
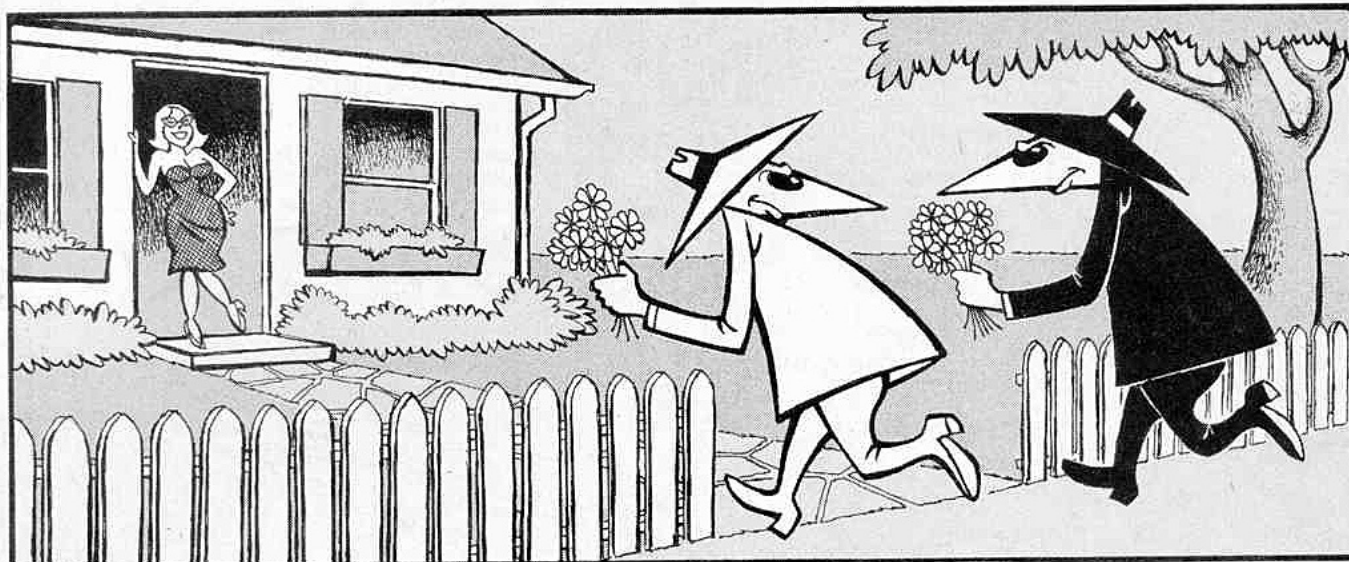
REFUND
DEPARTMENT

YOU CAN TRUST
G.I. ORDER

JKL
MAIL ORDER



SPY VS. SPY VS. SPY



In MAD #266, we asked our readers to take part in an important scientific poll regarding television. Thousands responded and sent their opinions to the heads of the three major networks. The results were overwhelmingly conclusive—the networks don't give a damn *what* MAD readers think! They still dumped on us with bomberoos like *A Different World*, *Sledgehammer!* and *J.J. Starbuck!* But we're not ones to give up easily, are we! This time, we're going after the movies! So we're asking you to tell the Hollywood studio heads how you feel by taking part in...

MAD'S READER OPINION POLL PART II: MOVIES

ARTIST: MORT DRUCKER

WRITER: J. PRETE

1. Of the following, which recent movie would you most like to see developed into a weekly TV series:



☐ *Dragnet*



☐ *The Untouchables*

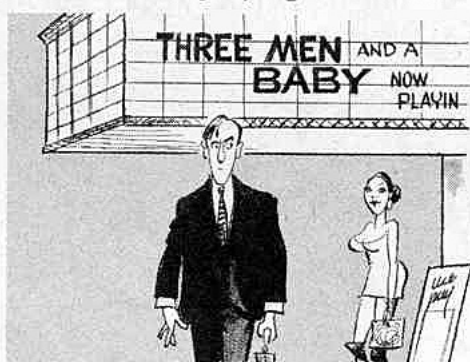


☐ *Star Trek*

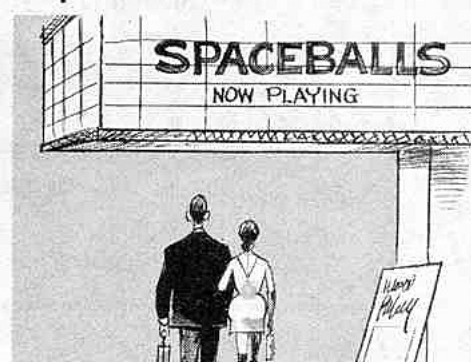
2. Which movie title most sounds like it should be playing in a Times Square porno theatre:



☐ *Lethal Weapon*



☐ *Three Men and a Baby*



☐ *Spaceballs*

3. Which of the following was most difficult to understand:



☐ The plot of Madonna's
Who's That Girl

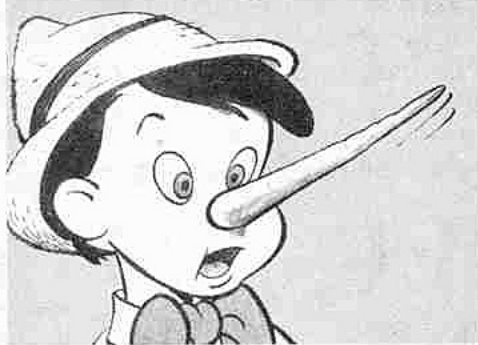


☐ Arnold Schwarzenegger's
accent in *Predator*

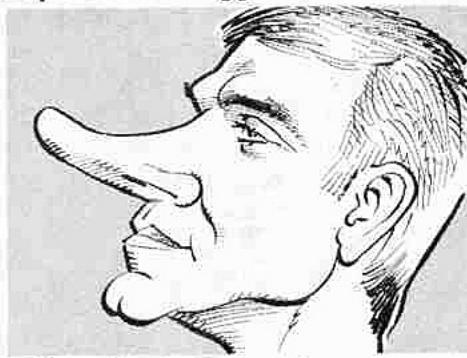


☐ George Lucas's name on
Howard the Duck

4. In the following movies, which star sported the biggest nose:



☐ Pinocchio (*Pinocchio*)



☐ Steve Martin (*Roxanne*)



☐ Barbra Streisand (*Nuts*)

5. What is the worst "trailer" to have to sit through before a movie begins:



☐ "Snack Canyon," where "Cluck Kent" tries to lure you out to the snack bar with close-ups of greasy nachos and semi-melted Goobers.



☐ The Hollywood charity appeal, where wealthy celebrities ask you to cough up what little money you have left after buying the ticket and getting taken at the snack bar.



☐ Any coming attraction for a Sean Penn film.

6. Which disastrous film's release was the biggest professional embarrassment and personal humiliation to its star (although we get the feeling they couldn't care less!):



☐ *Ishtar* (Warren Beatty)



☐ *Ishtar* (Dustin Hoffman)



☐ *Leonard Part 6* (Bill Cosby)

7. Which movie critic's physical attribute do you find most revolting:



☐ Roger Ebert's obesity



☐ Gene Shalit's hair "nest"



☐ Rex Reed's "Oh, hi there" voice

8. Given the scathing critical reviews and poor box office performance of their last few films, which actor is most likely to turn up in a TV sitcom playing a divorced father with two wisecracking kids and a wacky next door neighbor:



☐ Chevy Chase



☐ Richard Pryor



☐ Joe Piscopo

9. Given the scathing critical reviews and poor box office performance of their last few films, which actress is most likely to turn up in a TV sitcom playing a divorced mother with two wisecracking kids and a wacky next door neighbor:



☐ Goldie Hawn



☐ Whoopi Goldberg



☐ Diane Keaton

10. Which did you personally find most disgusting:



☐ The venomous girl-eating snake scene in *A Nightmare on Elm Street 3*



☐ The love scene between Jack Nicholson and Cher in *The Witches of Eastwick*

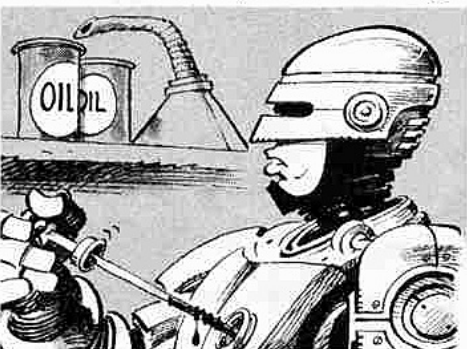


☐ The floor of the movie theater where you saw *A Nightmare on Elm Street 3* and *The Witches of Eastwick*

11. Which star used the most amount of oil on his body while making his film:



☐ The Baby (*Three Men and a Cradle*)



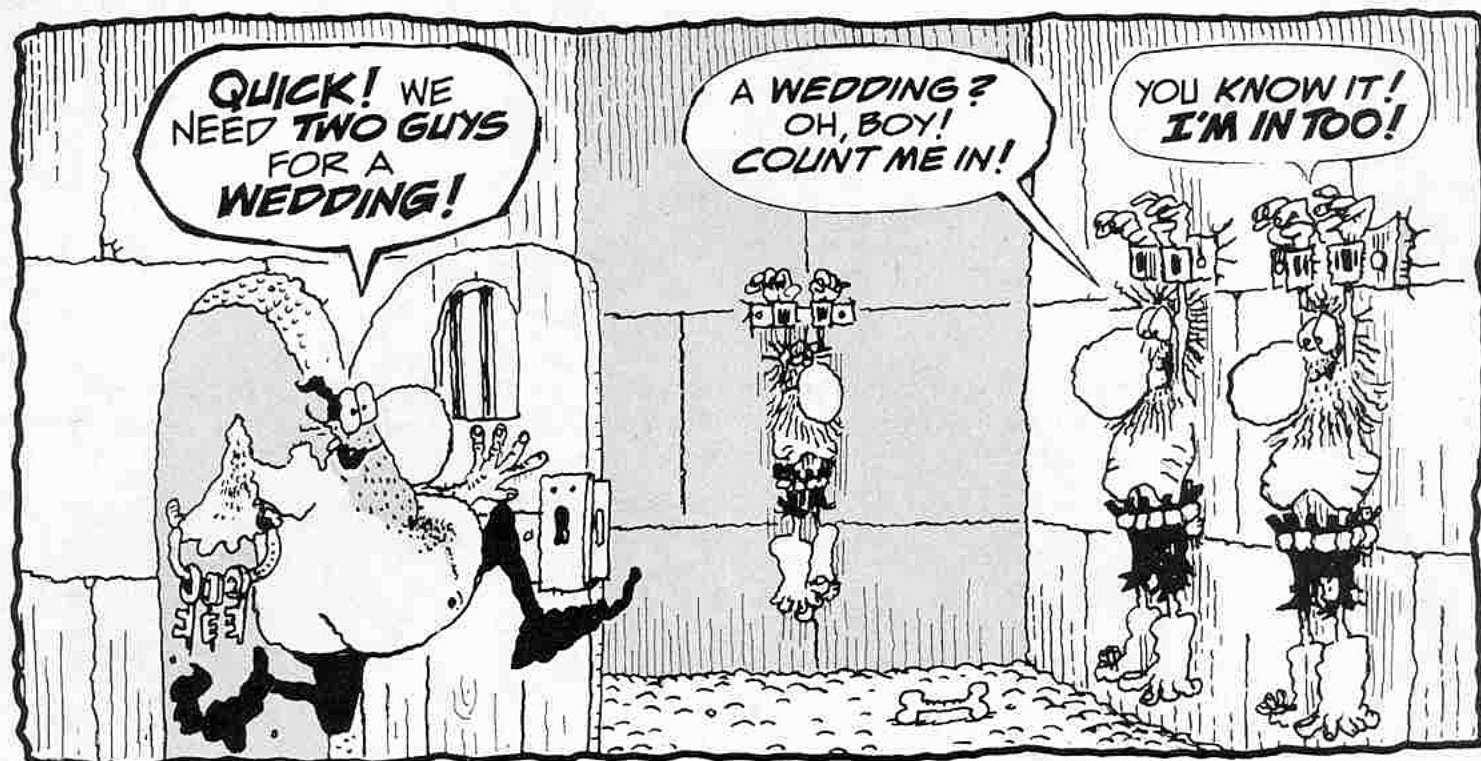
☐ Peter Weir (*Robocop*)



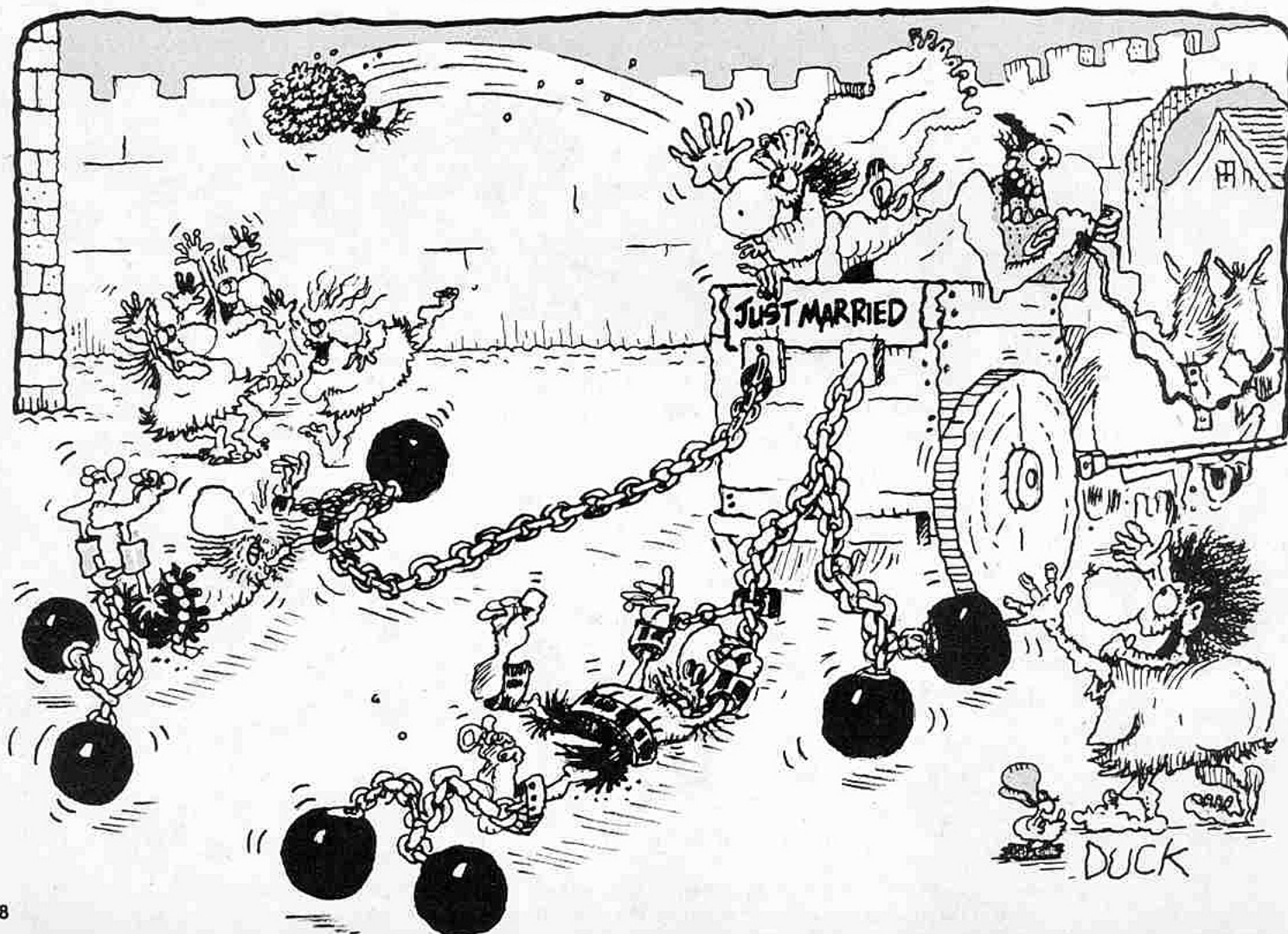
☐ Sylvester Stallone (*Over the Top*)

To make YOUR opinions known...send copies of this completed poll to: Mr. Jack Valenti, President, Motion Picture Association of America, 14144 Ventura Blvd., Sherman Oaks, CA 91423

THE NAUSEATING NUPTIAL NIGHTMARE



ARTIST AND WRITER: DUCK EDWING



**WHAT IS FAST
BECOMING THE
HOTTEST HIGH
STAKES CARD
GAME IN THE
COUNTRY?**

HERE WE GO WITH ANOTHER RIDICULOUS **MAD FOLD-IN**

A popular card game that's been around for years has suddenly taken off. To find out what it is, simply fold in page as shown.



FOLD PAGE OVER LIKE THIS!

A

FOLD THIS SECTION OVER LEFT

B FOLD BACK SO "A" MEETS "B"



**BASICALLY, CARD PLAYERS HAVE TO USE COMMON SENSE —
BETTING ONLY WHEN PERCENTAGES ARE GOOD. TOTAL RECALL
CAN HELP MORE THAN A FINE EDUCATION AT HARVARD
COLLEGE. EVEN BETTER WOULD BE A COURSE IN PLAYACTING!**

A

B

STATE LICENSE PLATE MOTTOS WE'D LIKE TO SEE

